IN THIS ISSUE WE...

DEMOLISH FULL HOUSE

SLIME EXXON

TORPEDO RED OCTOBER

No. 297 Sept. 1990

MAD

IND

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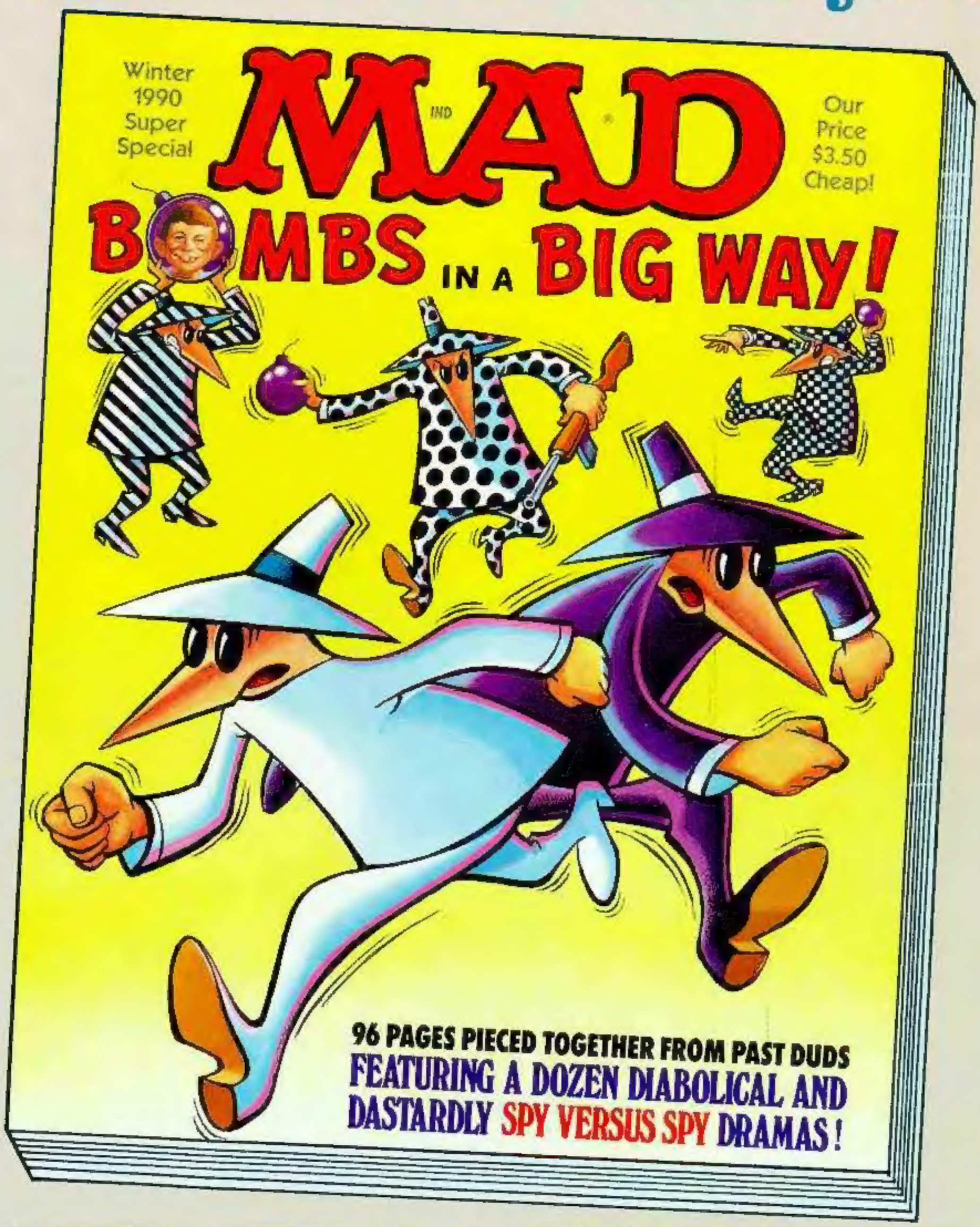
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NUMBER 297 SEPTEMBER 1990

MAD

"The world is a place that's gone from being flat to round to crooked!" —Alfred E. Neuman

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GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: MORT DRUCKER

BACK COVER ARTIST: BOB CLARKE BACK COVER WRITER: DUCK EDWING

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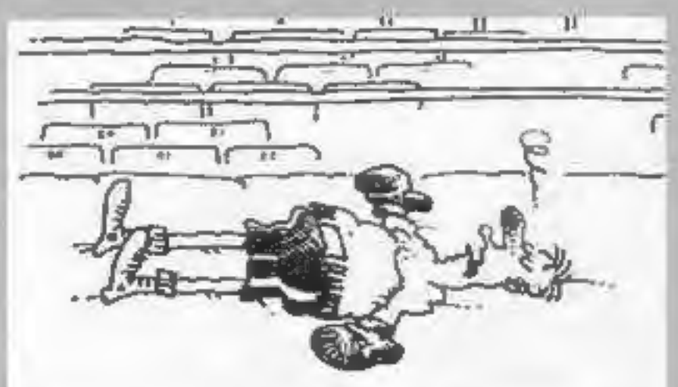
VITAL FEATURES

"AMERICA'S PHONIEST HOME VIDEOS VISITS FOOL HOUSE" (A MAD TV SATIRE) Pg. 4

12 SURE SIGNS THAT YOU'VE REACHED ADULTHOOD Pg. 10

"CHOKE" (THE MAGAZINE FOR PEOPLE WHO ENJOY SMOKING) Pg. 15



A MAD LOOK AT BOXING Pg. 19

"HUNT FOR LAST OCTOBER" (A MAD MOVIE SATIRE) Pg. 43

UNOFFICIAL YO-YO TRICKS EVERY KID KNOWS Pg. 48

What scholar doesn't know the famous poem:

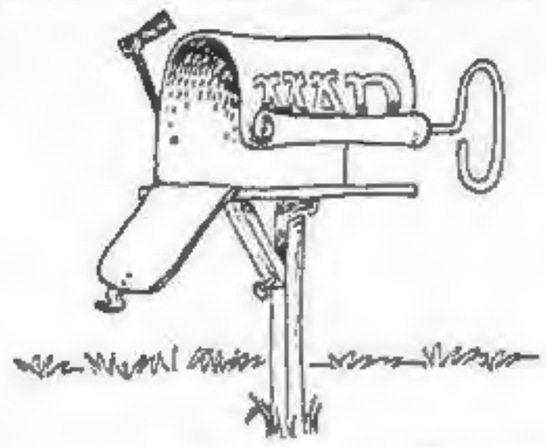
"HE STUCK AN ARROW IN HIS HAIR,
TO SNAG AN APPLE FROM THE AIR."

Well, now you can buy the book that's even more screwed up than those scholars! Namely

This book, greeted with thunderous applesauce when it first appeared, is available wherever magazines and rotten fruit are sold!

☆ ☆ ☆ ☆ ☆ ☆ ☆ ☆

LETTERS AND TOMATOES DEPT.



"MOST WANTED JERKS"

Yo, dummys! You screwed up once again! In MAD #295's "America's 9 Most Wanted Jerks" there were 10! You forgot to count the Maggot Twins (Ruta and Rita) as two people!

Berry Hall
Rome, OH

And YOU bounce that total right up to 11 now, don't ya, Berry! Thanks for writing!—Ed.

ALL BRENT OUT OF SHAPE

MAD E.S.P. strikes again! In your March, 1990 issue (#293) you presented your "12-Point Plan For Improving America (Without Spending More Tax Dollars)." Number two read, "Send Brent Musburger to explore a part of the Amazon rain forest from which no previous explorer has ever returned." Lo and behold! On April 1st, Brent was canned by CBS!

John Devine
East Aurora, NY

John—We publish humorous articles, and never intend for our suggestions to be taken seriously. Unfortunately, the dimwitted numbskull CBS executives who read our article didn't seem to realize this. Go know!—Ed.

MORON MAIL—SPECIAL ILLUSTRATED EDITION

Nick Caruso, Jr. of Staten Island, NY sent us this drawing of MAD publisher William Gaines in a tutu. Fa fa! Bill has never looked lovelier!

A LOAD OF HOT AIR

I have to point out that the balloons filled with oxygen would not float to the ceiling as you have pictured in issue #294's "The MAD 'Don't' Book." As long as my kids are going to read MAD instead of their textbooks, you should endeavor to get your facts straight!

Donald L. Smith
Indianapolis, IN

We've got you there, Donnie! Those weren't balloons! Next time, get your facts straight! —Ed.

WHAT'S WRONG WITH THIS PERSON?

I am an eighth grader at the Johnsburg, IL, Junior High. Our literature instructor requires us to study (of all things) MAD as part of our satire unit. I also did a research paper for this class dealing with punishment and justice during the Middle Ages. The enclosed picture is of the 3-D project that went along with the paper. This project has led me to a great million-dollar idea that I am willing to share with you. Presenting the new line of every girl's favorite doll: "Torture Me Barbie"!

Heidi Ladenburger
Palatine, IL

Mistress Heidi—Provocative letter, but we have one question: Are you sure you wanted this letter to come to us and not the booking agent for Geraldo? In any case, we've taken the liberty of forwarding your picture to MAD's own Al Jaffee, who is incorporating it into his upcoming feature, "Snappy Moans to Stupid Tortures"!—Ed.

PUNS ON THE RUN

I just bought MAD #294. Your ad for the College of Sock Repair really *stunk!* Who's the *knitwit* that thought it up? Your cartoon about the Exxon oil spill wasn't *slick* either. In fact, it was rather *crude!* I think your "Old McDonald" song should be *put out to pasture!* It belongs on a *funny farm!*

David A. Hoffman
Pittsburgh, PA

David—You've been breathing in way, way too much of that Pittsburgh air!—Ed.

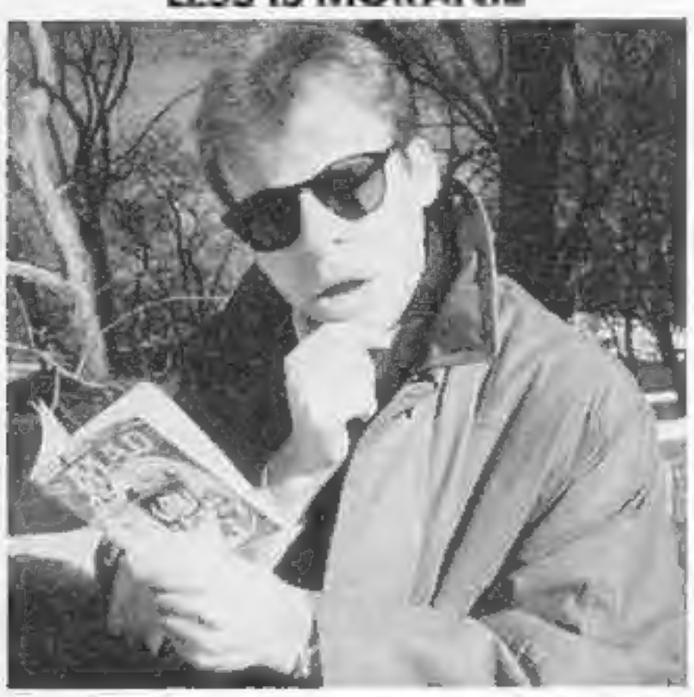
SUBSCRIPTION LETTER OF THE MONTH

I'm writing to you in anger! In your subscription ad, the 8-issue offer #3 says "You save a measly quarter." That's bogus! You won't save a measly quarter unless you send the subscription form in an envelope without a stamp!

Scott Braden
Barstow, CA

Good point. So you'd better subscribe now before postal rates go up and you wind up *losing* a nickel on the deal! Of course, you've *already* spent a quarter sending us your letter, plus the $1.75 for this issue to read our answer to your letter, and the... Oh, by the way, did you see the picture of Bill Gaines next to your letter? He really looks lovely, doesn't he? We bet you've never seen legs like that in Barstow! Well, got to go answer another letter. Bye! —Ed.

LESS IS MORANIS



***Honey, I Shrunk the Kids* star Rick Moranis strains his eyes trying to read our satire "Funny to Shrink the Kids" in a special shrunken edition of MAD #292. Being MAD, of course, the one thing we *didn't* shrink in the issue was the price!**

FLUTNEY—EXPOSED!

Regarding Duck Edwing's reference to the "Flutney Inertia Theory" in "the Long-winded Laboratory Liquidacion" (MAD #295), I recall an article you did a long time ago. It was about a sport called 43-Man Squamish, which is played on a five-sided field called a "Flutney." Coincidence or not?

Gary Peterson
Portland, OR

MAD will not tolerate plagiarism from anyone. We've been having trouble with Edwing lately and your letter wasn't the first we've received. Yours proved to be the breaking point, however, and we had no alternative but to let him go. Next issue, look for our all-new one-page features by "Snake" Porges!—Ed.

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OUT-TAPES DEPT.

AM
VI

Hi, I'm **Bob Saggy,** and I currently appear on **two hit tv shows!** On **one** show people all over America send in **video clips** that show them doing **ridiculous things** that make them look **stupid!** The **other show** is a **sitcom** where the **cast** does ridiculous things and we're **all** made to look stupid! Mad now presents some of **my own home videos,** shot on **location** of my sit-com . . .

Let's meet the **cast!** First I'll introduce the **youngest** of my three daughters, **Zitwell!** All she can say is mostly, **"Right on, dude!"**

Right on, dude!

See?

So you won't be **confused,** Zitwell's the adorable **three-year-old!** I'm **Stephoney,** the adorable **seven-year-old!**

I'm **D.O.A.,** the adorable **13-year-old!**

I'm **Pesty,** the adorable **26-year-old!**

I'm **Jokey,** the adorable **25-year-old!**

Oh, no! The **gaffer fell!** He's as good as **dead!**

MAX KORN

NEW KIDS

DRUCKER

ERICA'S PHONIEST HOME VIDEOS SITS FOOL HOUSE

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

He didn't **fall,** he **jumped!** At least **one crew person commits suicide** on this set **each week!** It's **awful!**

People don't **realize** what too much of this **"sickening sweet fluff"** can do to a human being after a while!

In this **series,** I'm supposed to be a **stand up comic!** Now **that's** a **laugh!**

And in **addition,** Jokey also **collaborates** with me **writing advertising jingles!**

And I have a job as **host** of a **TV sports show!** But you can **forget** all that! Those **plot developments** rarely come up in **any** episode! It was just a **crock** of **schtick** we gave **ABC** so they'd **buy** the **series!** They love **anything "yuppie"!**

29/Something

Now that you've met the cast, let's look at some stuff I shot at a recent **script meeting** between the **cast** and **writers!** Don't shake your head in **disbelief**—yes, that stuff **is written!**

For next week's **in-depth plot,** how does **this** sound? **D.O.A.** tries wearing **eye shadow!**

Eye shadow? Much too **contro-versial!**

People could **read** all sorts of stuff into **that!** I say we keep it **light** and **fluffy!**

I want to talk about some of my **lines** on this week's show! First, I come into the kitchen and say, **"Who wants eggs?" Then I say, "Scrambled or poached?"**

So what's **wrong** with **that?**

Why waste my **two funniest lines** in the very **same scene!** Let's **spread them out** over the **show!**

RIGHT ON, DUDE - LAUGH TRACK THE KING IS DEAD!

And then we have our own **special ways** of getting a **full studio audience...**

See a taping of **"Fool House"?** I have a **weak stomach!** I was told I'd see a taping of *The Wonder Years!*

Oh, you must have **misunderstood!** We said come to **this taping** and you'll **wonder** if you've been here for **years!**

But they told me I would be seeing a taping of *thirty-something!*

No, no, **no!** We said you'd see **thirty minutes** of **something!**

EXIT

KEVIN ♡ WINNY

MIKE ♡ HOPE

MYLES ♡ MYLES

This is the guy who tells the audience **jokes, funny stories,** and **humorous anecdotes**—the **stuff** that you **never see** on the **show!** In the business it's known as the **"warm up"!** Here's our own **Biff Lardo "working"** the **studio audience!**

Now what do you think you're **expected** to **do** here?

Throw up? Heave? Barf?

No, no, **no!** Not what you'd **like** to do! What you're **expected** to do! And you're **expected** to **laugh!!**

I know you're all **familiar** with the **"APPLAUSE"** sign, but on **this show** we have added **two signs!** The **"LAUGH"** sign will light at the end of **every line** of dialogue! This **"AWWWWW"** sign will light up every time someone **kisses** someone else!

My God, we'll be **"awww-wwwing"** for the **whole half hour!**

Maybe it'll keep us from **barfing** for the **whole half hour!**

APPLAUSE

LAUGH

AWWW

While the **ushers** continue to **chain** the **audience** to their **seats,** I'll show you some **other** behind-the-scenes points of interest! Here's where the show's **fan mail** is handled!

COMPLIMENTARY MAIL

PLAIN HATE MAIL

OBSCENE HATE MAIL

LETTER BOMBS

FEDERAL DEPRESS

U.S.MAIL

THREATS AGAINST THE CAST

People have asked if we've ever **won** any **awards!** Well, as hard as it is to believe, the answer is **"Yes!"** We're very **proud** of this! Years ago, a comedy writer invented the **"one-liner!"** But we're the **first TV sit-com** to pioneer the hilarious **"no-liner!"** We've framed some of our most **famous ones!**

"PLEASE PASS THE SALT."

"IS IT RAINING OUT?"

"WHERE ARE THE CLEAN GLASSES?"

"OH YEAH?"

Mr. Saggy, we're from the **San Francisco Chamber** of **Commerce!** We have a **special check** made out to **your show!**

See what I mean? We've just **won another award!**

Not exactly! We'd like you to use this **$5,000** to **shoot** a **new opening** for **your show** so that it **doesn't** identify the **city** your show takes place in as **San Francisco!** Or, we'll give you **$10,000** if you can make it **look like Los Angeles!**

Ten minutes to **tape time,** gang!

Let's not have that **foul up** we had **last week!**

Don't **worry,** the **cue cards** are all in **place!**

Forget the **cue cards!** Make sure that the **air sickness bags** are all in **place** or it's **barf city!**

OOPS

Excuse me, Mr. Saggy, but I'm Art Charney, the **network's censor!** I've been looking over the **script!** Are you **sure** you want to do **this line** on **tonight's show?**

I don't see why not! Do you find anything about it that's **offensive?**

Not at all, sir! But quite frankly, I found it a **bit humorous!** Wouldn't that make it **too different** from the **rest** of the **series?**

Hmmm, you're **right! Kill** the **line!**

Well, I saved the **worst** for **last!** A few **actual scenes** from the **program!** First, let's see how they played when we **video taped them...**

Hey, dude, who's gonna help me **button my jeans?**

Aaarrgghh!

Groan! Not **this** stupid **plot again!**

No, this is a **different stupid plot! You're** thinking of the **episode** where **Zitwell** couldn't **tie her shoes...**

Are you **having trouble,** honey?

Right on, dude!

APPLAUSE!

Or maybe the **episode** where she **couldn't snap her hood....**

Oh, **yes!** Of course! How **stupid** of me!

Well, I'll let **Mr. Teddy Bear** help you!

I'd like to give that **kid** a **bear! A killer grizzly!**

Retch!

Please use the **bags, people!** We gave out **barf bags,** so **use 'em!**

Now here are those **same scenes after** the **audience left** and the **real talent** on the **show took over—** the **sound effects people!**

Hey dude, who's gonna **help me button my jeans?**

HA! HA! HEE! HAR! HEE! HO!

Are you **having trouble,** honey?

Right on, dude,

TEE HEE HAR DE HAR HO HO HO

HA! HA-H HO-H

GIGLE... GIGLE... GIGLE...

HEE... HEE... HEH-HEH-

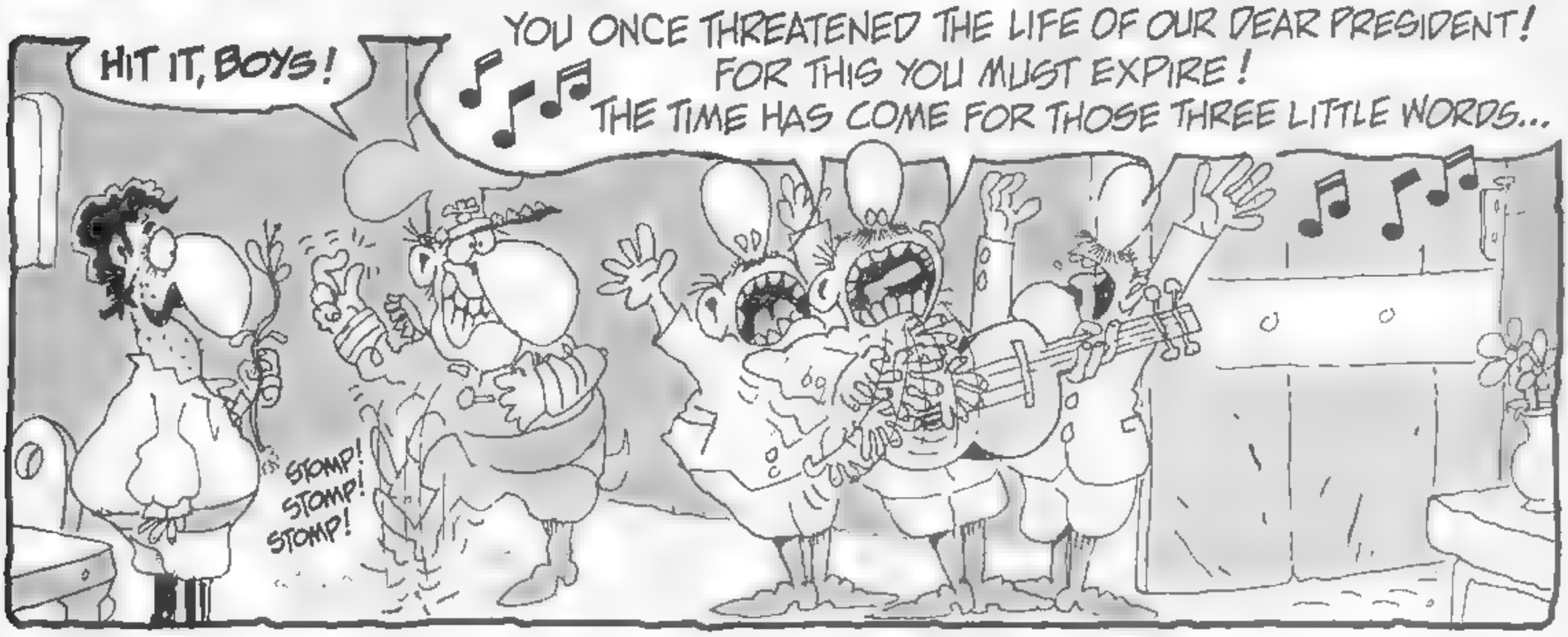
Well, I'll let **Mr. Teddy Bear** help you!

HO HO HA! HEE HEE HA! HU-HA! HO

Well, that's my **behind** the **scenes** look at **"Fool House"!** You're probably wondering why I would show **scenes** that **expose** this **show** as the **garbage** it is! Like I said, I'm in **two hit series!** Here I'm only **one** of half a **dozen players!** But I'm the **only star** of **"America's Phoniest Home Videos"!** I should care? **No way, dude!**

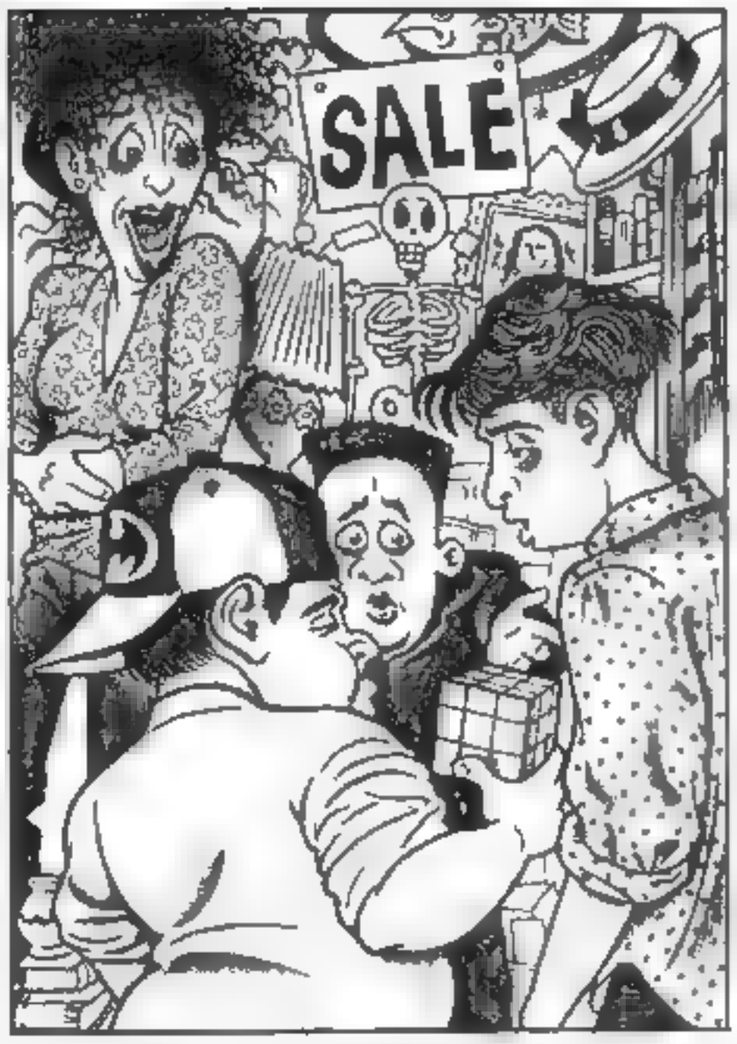
THE END.

THE LYRICAL LATIN LALAPALOOZA


HIT IT, BOYS!
YOU ONCE THREATENED THE LIFE OF OUR DEAR PRESIDENT!
FOR THIS YOU MUST EXPIRE!
THE TIME HAS COME FOR THOSE THREE LITTLE WORDS...
STOMP! STOMP! STOMP!

ARTIST AND WRITER: DUCK EDWING

The guy from your class who used to be a flaming liberal calls and says he's now selling tax-free municipal bonds.



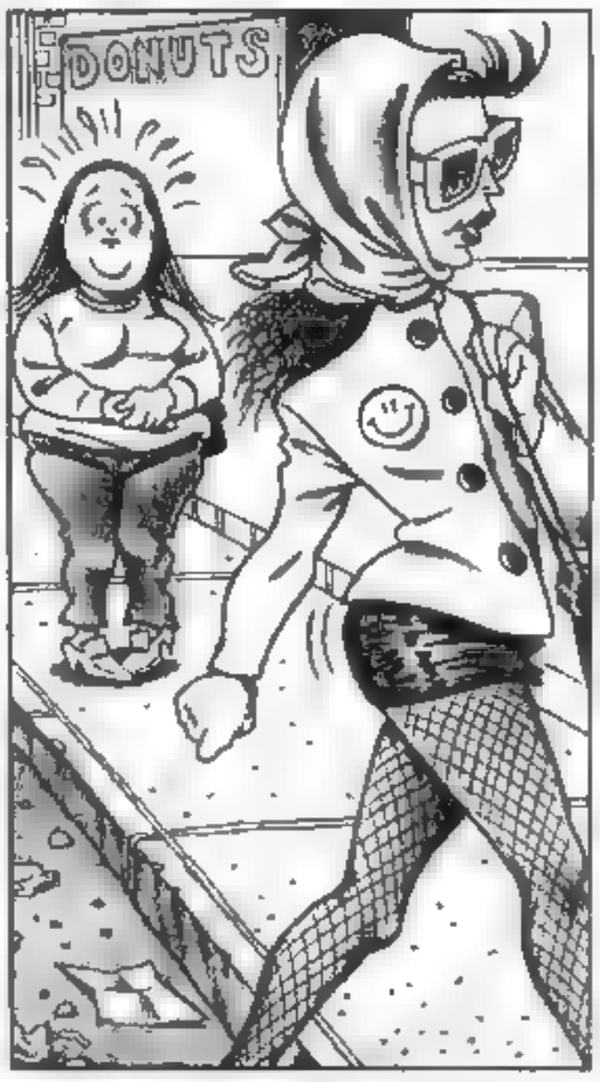
You offer your old Rubik's Cube at a garage sale, and the neighbor kids don't know what it is.

Your childhood baseball idol gets elected to the Hall of Fame.

GROWING UP ALL OVER THE PLACE DEPT.

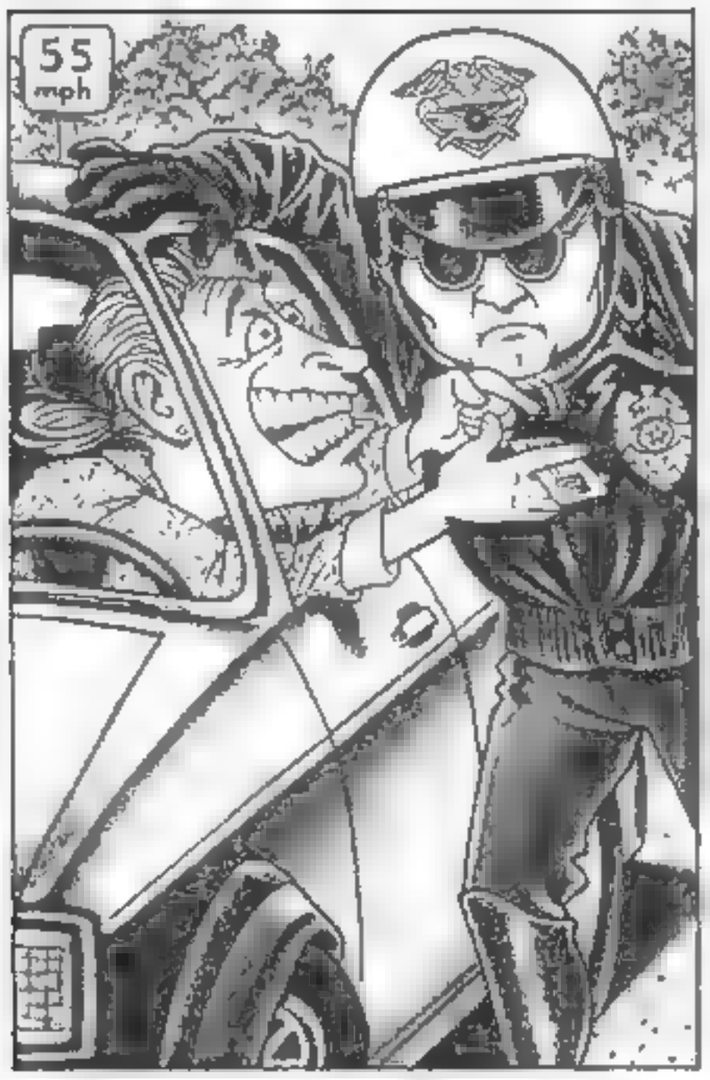
12 SURE SIGNS THAT YOU'VE

You read in the paper that Jane Fonda has a daughter who is only about five years younger than you assumed Jane Fonda to be.



You can recall when this season's new fashions were popular the first time.

Your friends stop regarding you as macho when you drink a lot, and start regarding you as a slobbering idiot.



The cop who pulls you over is a guy you went to grade school with.

You realize that 50,000,000 Americans are too young to recall a time when we had a President who wasn't a Republican.

Telephone solicitors give you their sales pitch instead of asking to talk to your mother.

REACHED ADULTHOOD

ARTIST: RICK TULKA WRITER: TOM KOCH

The rock group you worshipped as a kid is now heard only as Muzak in medical building elevators.

You begin looking for telltale signs that you've inherited your father's baldness.

Your mother stops complaining that you're too young to go steady, and starts complaining that you still haven't made a commitment to anyone.

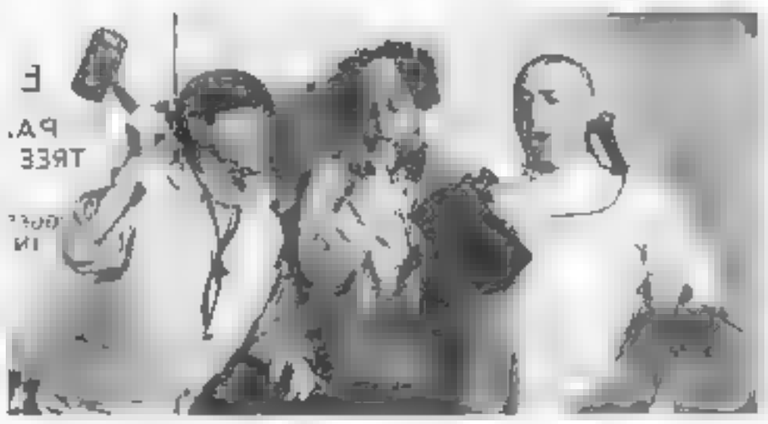
IT'S A NO DARWIN SITUATION DEPT.

Darwin's theory of evolution holds that human beings, with the exception of a few Republicans, progressed from monkeys and are forever moving forward in a constant state of change. But we

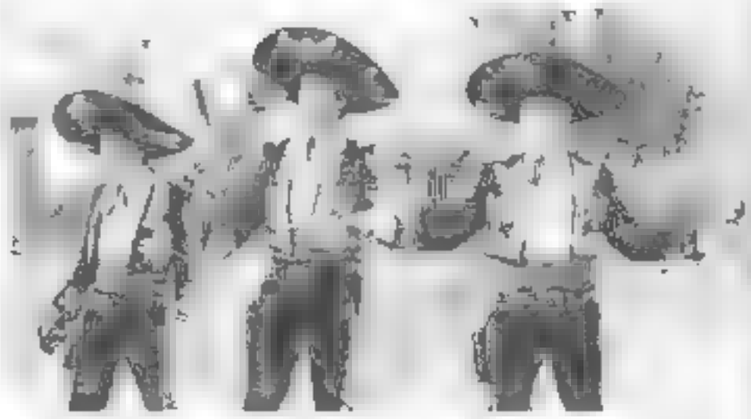
A MAD GUIDE T

COMEDY GROUP

The Three Marx Brothers



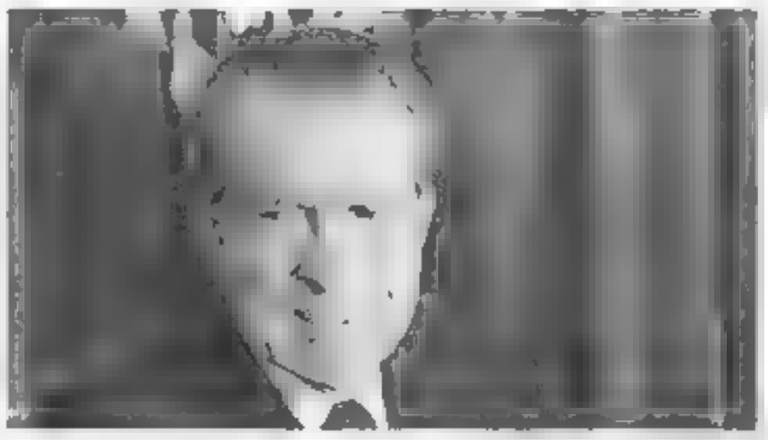
The Three Stooges



The Three Amigos

TOP NATIONAL ISSUE

Civil Rights



Watergate

Flag Burning

TV DOCTOR

James Kildare

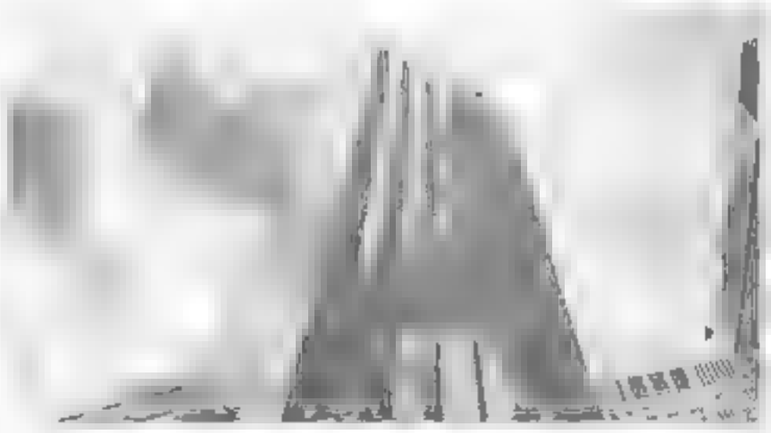
Hawkeye Pierce

Doogie Howser

ARCHITECTURE

The Pyramids

The Great Wall of China



Trump Tower

at MAD challenge this naive assumption! The truth is that society is rapidly deteriorating and things are getting progressively worse! You'll know just what we mean when you take a look at...

O DEVOLUTION

WRITER: HY BENDER

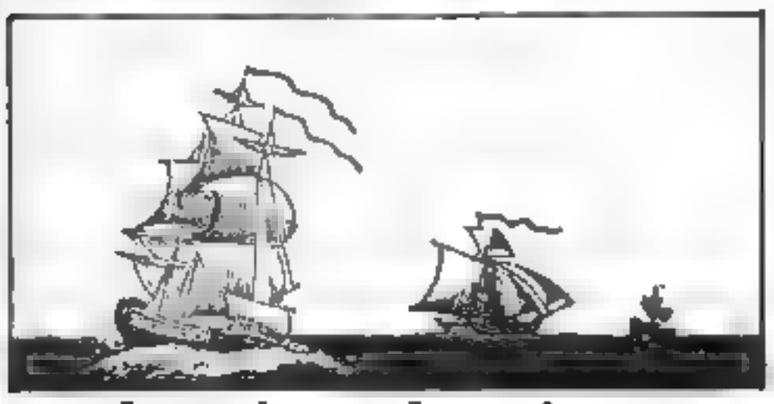
DOG ROLE MODEL

Lassie

Benji

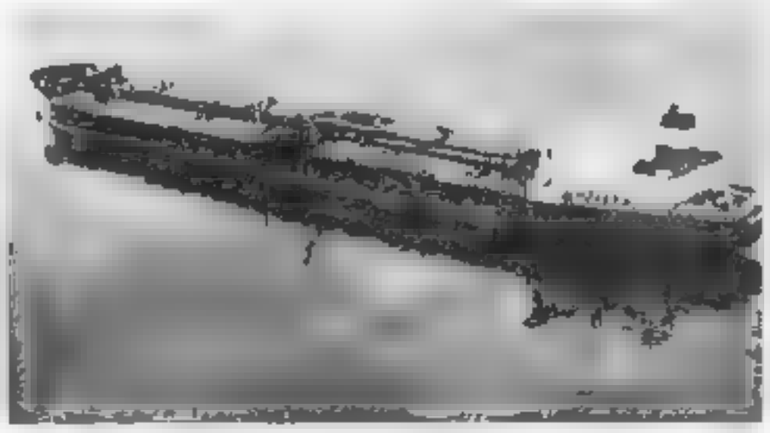
Spuds MacKenzie

FAMOUS SHIPS



The Nina, the Pinta, and the Santa Maria

The Monitor and the Merrimack

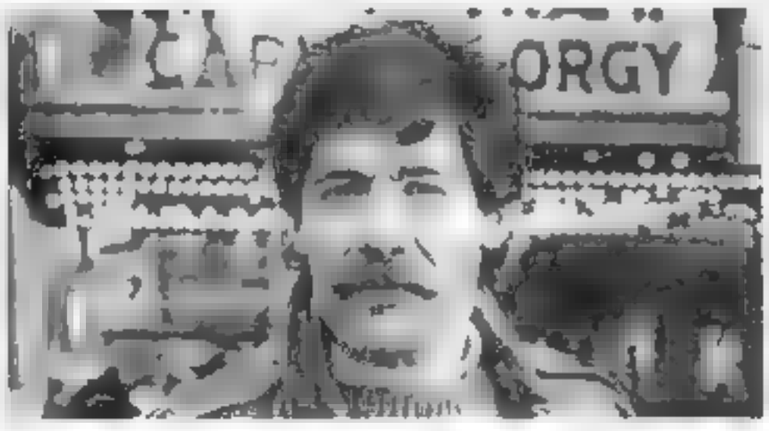


The Exxon Valdez

CRUSADING JOURNALIST

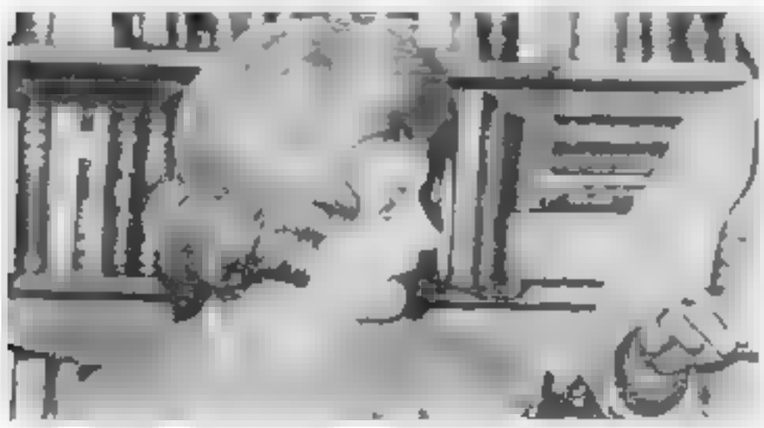
Edward R. Murrow

Dan Rather



Geraldo Rivera

NURTURING TV MOM

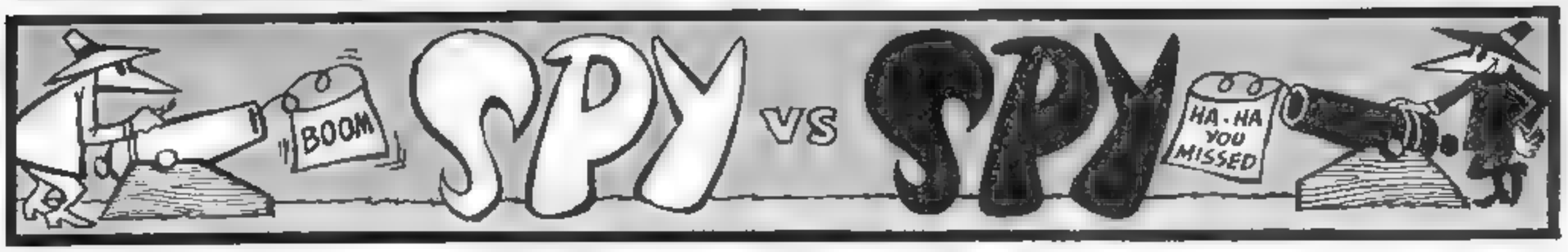


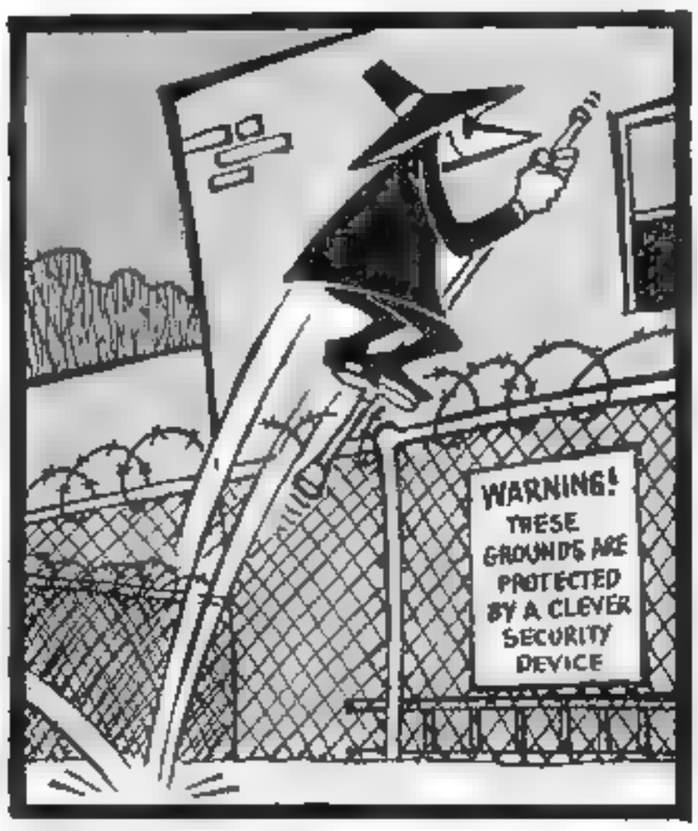
June Cleaver

Maude Findlay

Roseanne Conner

SPY vs SPY


BOOM
HA-HA YOU MISSED


WARNING! THESE GROUNDS ARE PROTECTED BY A CLEVER SECURITY DEVICE

RNING! THESE PREMISES RE PROTECTED BY A VERY TRICKY, CLEVER ARMED SPY

WARNING
THIS ROOM
IS PROTECTED
BY THE
WORLD'S MOS
CLEVER SPY
DANGER

FINAL WARNING! YOU HAVE FALLEN INTO A CLEVER TRAP!
TOP SECRET

SPROINNG!
FWOOSH!
TOP SECRET

?
?
WE TOLD YOU HE WAS CLEVER!
TOP SECRET

BLAM
C/e

SMOKE GETS IN THEIR LIES DEPT.

It seems to us that lots of magazines are just like other magazines! For instance, *Newsweek* is a lot like *Time*, *Redbook* is a lot like *Good Housekeeping*, *Golf Digest* is a lot like MAD! One magazine, however, is unlike any other. It's published by a tobacco company and is full of veiled and open criticism of non-smokers and anti-smoking legislation. It portrays smokers as active, influential and healthy people who are in no way addicted to nicotine. Yes, it's a mouthpiece for the tobacco lobby, masquerading as a "lifestyle" publication! We call it...

SEPT.
CHOKE
$2.95
The Magazine for People Who Enjoy Smoking—Published by the Company Dedicated to Keeping Them Hooked, Filled-up Morass Tobacco, Inc.
T. BUNK
SMOKING IS PERFECTLY SAFE: 15 MORTICIANS TELL YOU WHY
CELEBRITY CHEST X—RAYS
SNEAKING SMOKES IN AIRLINE RESTROOMS: OUR EXPERT TELLS YOU HOW!
NOTED THEOLOGIAN SAYS JESUS WAS A SMOKER
TEACHING YOUR PETS TO SMOKE— IT'S NOT JUST FOR CHIMPANZEES ANYMORE!

ARTIST: TOM BUNK

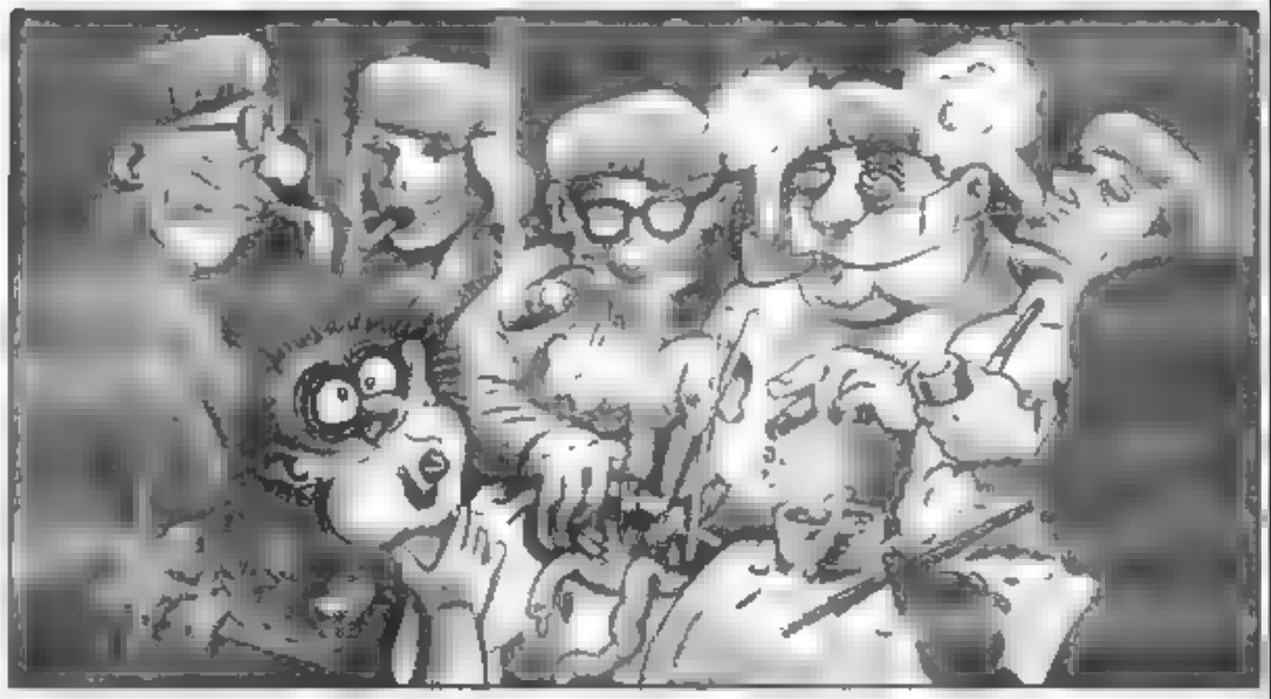
WRITERS:
CHARLIE KADAU AND JOE RAIOLA

LIGHTING UP

NEWS STORIES FROM AROUND THE NATION

Hospital Wises Up

Hooray to the administrators at St. Bartholomew's Hospital in Pickatown, Indiana, for lifting the ban on smoking in all of their operating rooms! Head Surgeon Dr. Grady Pounder says, "It's a lot easier to perform delicate eye surgery now, knowing that I won't have to rush through it so I can go outside for a smoke. Now I'm free to light up even before the patient's anesthesia takes effect."

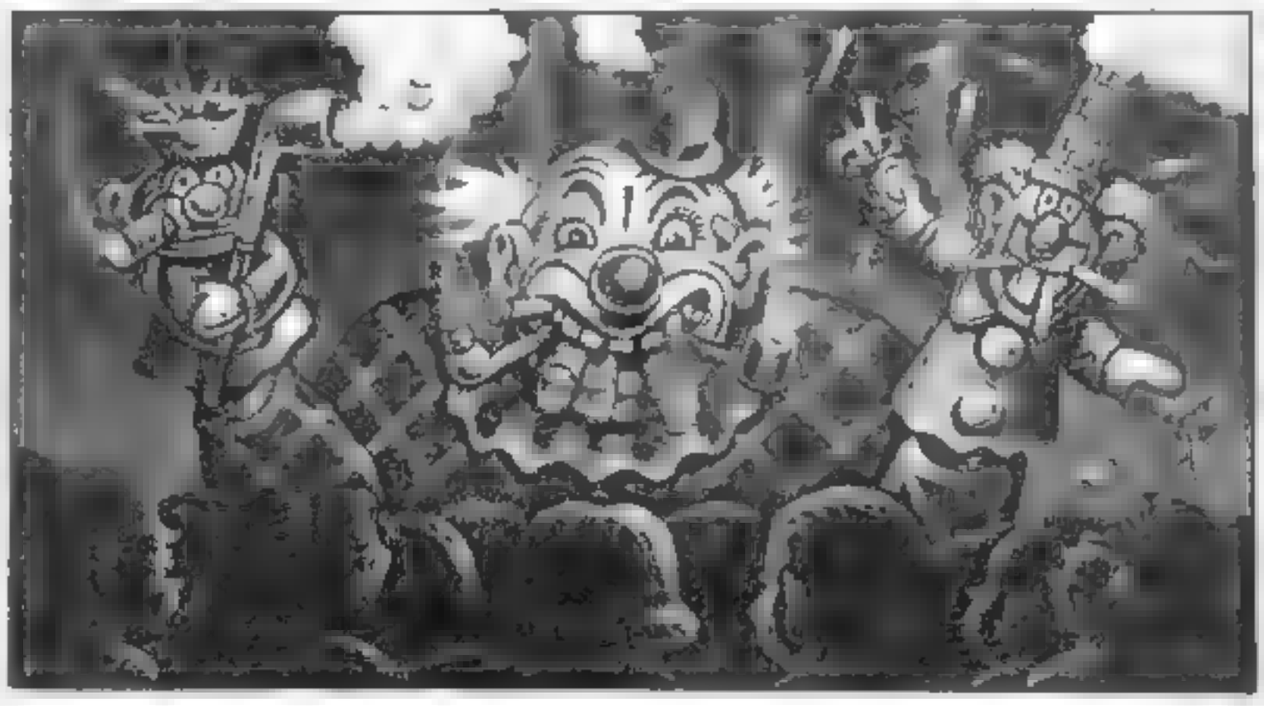


News Show Goofs

Here's another example of how the media distorts the smoking issue and gives smokers negative press that is unwarranted. In April, station WTTV, Little Rock, erroneously reported on its 6 PM newscast that it was a *smoker* who savagely slaughtered eight people while suffering from a severe nicotine fit. Investigations later revealed that the perpetrator was in fact *not* a smoker. It was a tobacco *chewer* who committed the horrific and senseless crime. WTTV has yet to apologize for the error

Special Day for Kids' Friend

Happy anniversary to Hank Smib, who portrays Puffy, the Smoking Clown. For the past 15 years, Puffy has entertained kids from coast to coast as he and his puppet friends "Regular" and "Menthol" entertain at schools and children's hospitals showing boys and girls how easy it is to smoke. Good work, Puffy!



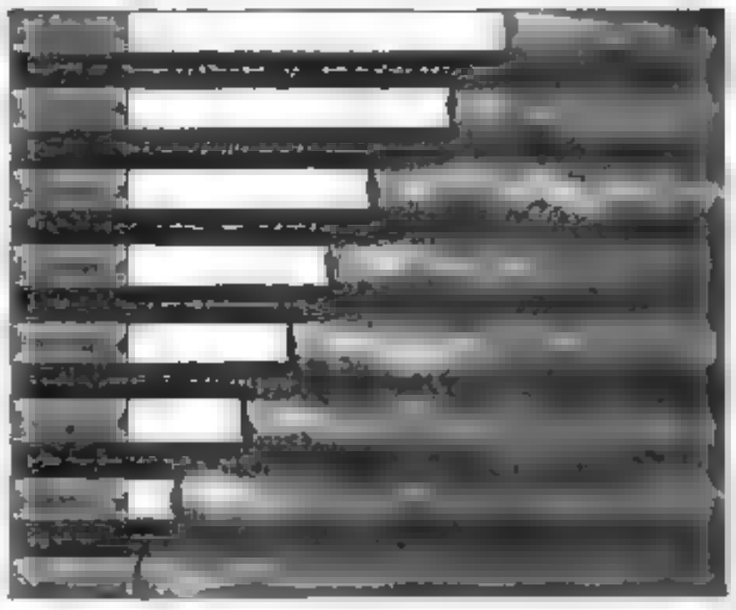
PUFF POLL®

In each issue of CHOKE we ask a question of particular interest to smokers and invite our many readers to send in their responses.

This Month's Question:
"What is the largest and/or most valuable object(s) you ever accidentally set on fire while smoking?"

In our last issue we asked, "How do you spend most of your free time?" This graph shows how our readers responded:

Awaiting biopsy results	23%
Attending other smoker's funerals	21%
Attempting to remove yellow stains from teeth	16%
Annoying non-smokers	9%
Relaxing in an iron lung	5%
Spitting up phlegm	3%
Arguing with stewardesses	3%
Learning to talk through hole in neck	2%



SMOKE SIGNALS

LETTERS FROM OUR READERS

Congratulations on your fine magazine I come from a large family that's been smoking for six generations. Every single one of my relatives is proud to be a regular and dedicated user of cigarettes, cigars or pipes. Last week we had a big family reunion which was attended by all four surviving members of our clan. My two-year-old niece was there and we'll be teaching her to smoke as soon as she's able to work the lighter without setting herself in flames.

Hal Stenchy
Pembroke, IA

I'm a 55-year-old woman who's been smoking since age 12. To say I'm outraged by the newly passed smoking laws in my community would be an understatement! Because of my addiction to nicotine, I choose to smoke incessantly and cannot go five minutes without lighting up. Therefore, I can no longer go to indoor sporting events or use any public ground transportation. I can't go to movie theatres, libraries, banks, churches, stores, supermarkets or restaurants, nor can I fly with any airline. I've been trapped in my house since February of last year! Please help me!

Eleanor Butz
Oak Ridge, NJ

Eleanor—We're glad your letter didn't suggest anything as rash or crazy as quitting. Luckily, with cable TV and local delivery services, it's no longer necessary for an intelligent person such as yourself to ever leave home. We suggest the next time you feel the urge to go out into the cool fresh air—have a smoke!—Ed

I commend the editors of your magazine for their fair and unbiased reporting of the smokers vs. non-smokers controversy. You consistently present both sides of the issue in an evenhanded manner. I smoke myself and believe that smokers and non-smokers can coexist peacefully. That's why I just purchased a cheap handgun. If someone asks me not to smoke, I threaten them with it. They usually back off right away, but if they continue to goad me, I kill them.

It's always great to see your magazine in my mailbox! Thanks for the article about the hopelessly ill 90-year-old man who continues to smoke no matter what.

Reverand J. Hackard
Pensacola, FL

CHOKE welcomes reader mail. Send your correspondence to: CHOKE, Box 12, Phlegmington, NJ 07295.
CHOKE reserves the right to edit all letters, which may include changing the writer's opinion so it more closely resembles our own.

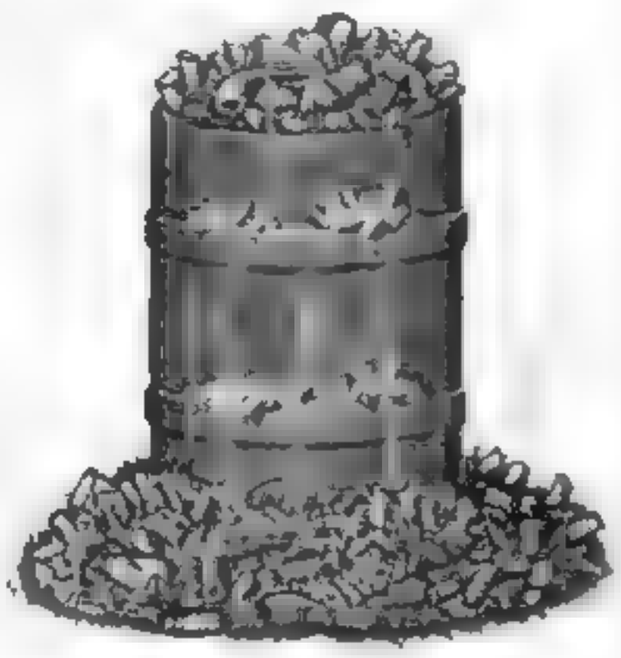
SMOKER'S MARKETPLACE

NEW PRODUCTS OF SPECIAL INTEREST TO NICOTINE ENTHUSIASTS

Ted's Tobacco Drink

From Ted's of North Carolina, maker of Ted's Tobacco-Scented Underarm Deodorant and Shampoo, comes Ted's Tobacco Drink. Each 8 oz. serving contains all the tar and nicotine of a full carton of Marlboros. "It's tobacco you can drink," says Ted, "with real bits of used filters and spittle mixed right in. Mmmmm! If you're someplace where you can't light up, drink up!" The easy-pour bottle makes it great for picnics and hiking. (Retail $8.95 per gallon. Dealer inquiries welcome.) **Ted's of North Carolina, P.O. Box 85, Swamp, MA.**

The Bottomless Ashtray™



After years of research, PuffCo has introduced The Bottomless Ashtray.™ Now you'll no longer have to waste valuable smoking time emptying pesky conventional ashtrays. Each Bottomless Ashtray™ can hold up to two years worth of the ashes, butts and matches of even the most severely addicted chain smoker. And of course, a pile of smoking waste that large will fill your entire home with the lingering, unmistakable aroma of old tobacco, gently reminding you that it's time to light up another one. (Retail $29.95.) **PuffCo, 82-67 Debris Ave., Fume, OK.**

reBUTTals

In each issue of CHOKE we present some clever, thoughtful and witty comebacks you can use when a crass, insensitive bully tries to infringe on your Constitutional right to smoke wherever and whenever you want. Remember these lines, use them and have fun!

SITUATION: On a Supermarket Checkout Line

MILITANT NON-SMOKER: Please sir, stop smoking. My child has asthma.

CLEVER RESPONSE: Oh yeah? If your kid doesn't like smoke, why doesn't he stop coughing and tell me himself?!

SITUATION: In a Restaurant

RUDE ANTI-SMOKING ACTIVIST: Ma'am, I wish you wouldn't put your cigarette out in my salad. I'm not finished with it.

CLEVER RESPONSE: Say one more word to me and I'll throw scalding coffee in your face!

SITUATION: At a Gas Station

DUMB OBNOXIOUS CRETIN: Excuse me, it's very dangerous to smoke while you're pumping gas. Maybe you should put it out.

CLEVER RESPONSE: Fascist idiots like you make me sick. Maybe you'd prefer it if I vomit on your pants!

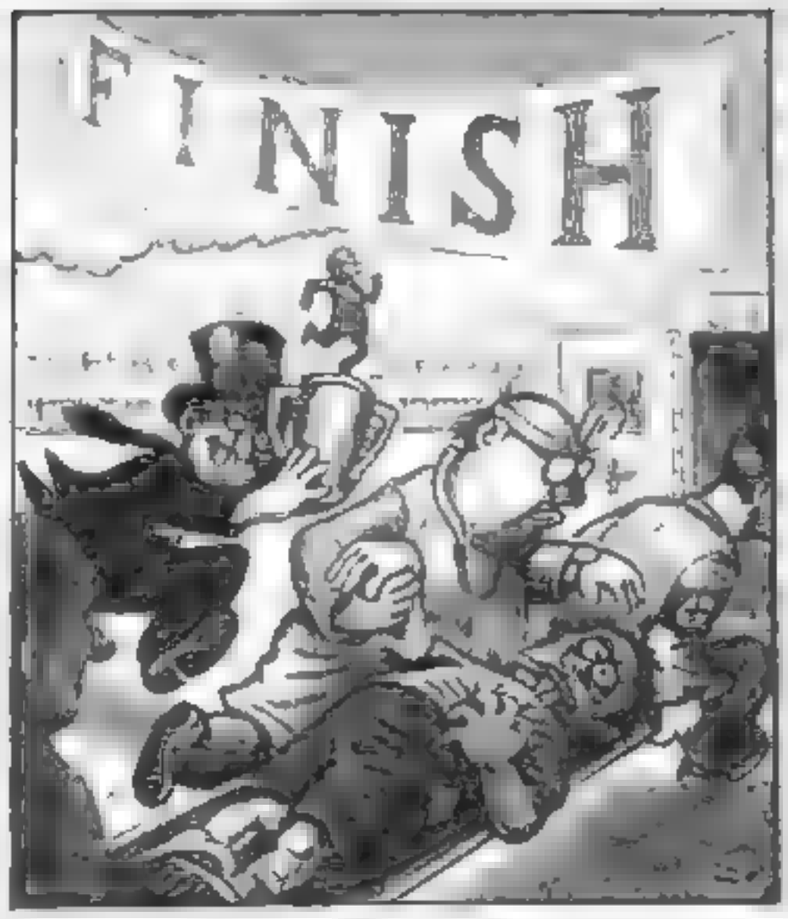
CHOKE PHOTO SPOTLITE

THE FIRST ANNUAL RJ 100

New York City was the setting last June 12th for the first ever RJ 100, the smokers-only marathon. The 100 block (five mile) race was the brainchild of RJ Tobacco Chairman Harold Wankstatter, who was tired of hearing that smokers don't have the endurance or stamina to be top athletes. To prove the critics wrong, Wankstatter insisted: 1) that all entrants in the race had to be full-time smokers for at least 10 years, and 2) that they smoke cigarettes, cigars or pipes throughout the race. As these photos show, the event was a real smoker!

A determined and enthusiastic field of runners awaits the starter's gun at the beginning of the first annual RJ 100. They were grateful for the weather conditions that day, which were rumored to be clear and sunny outside the thick, dark cloud of pungent tobacco smoke surrounding them.

A race on the scale of the RJ 100 would not be possible without the help of many dedicated volunteers. Here, at one of the numerous Lighter Stations along the course, "Smoker's Helpers" assist the runners in lighting up while they're on the go go *GO!*



RJ Tobacco Chairman Harold Wankstatter proudly presents the winner's trophy to first place finisher Clyde Bosco. Clyde became the first runner to cross the finish line when the ambulance rushing him to St. Luke's Intensive Care Ward veered onto the course and broke the tape. Clyde was in the ambulance because he had collapsed less than 500 feet into the race. Congratulations, Clyde, from everyone at CHOKE!

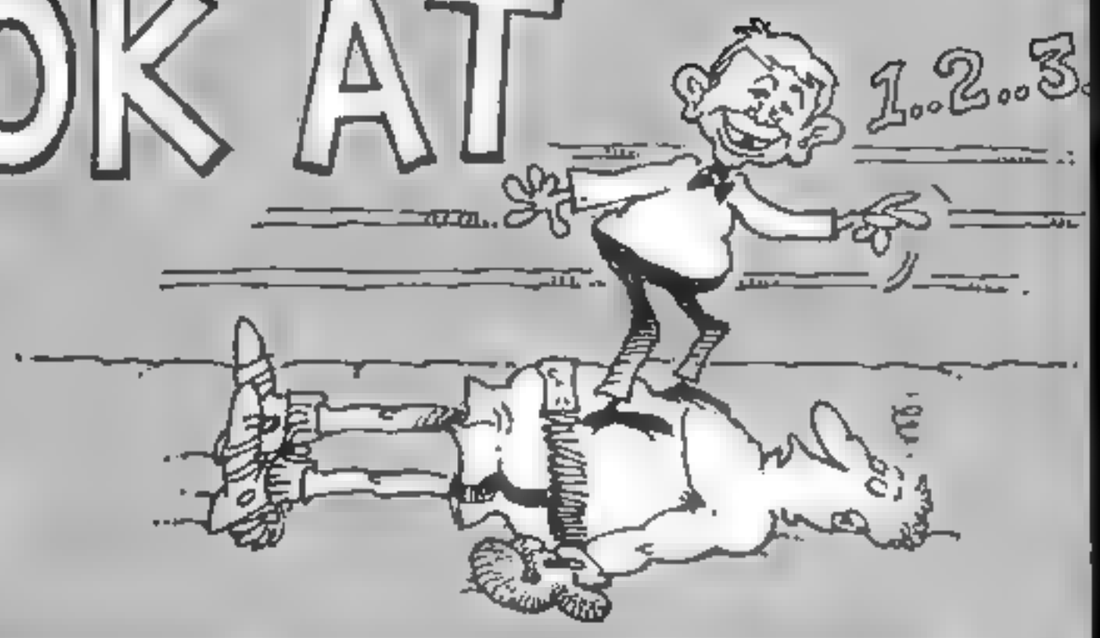
Complete Results of RJ 100 Smoker's Marathon

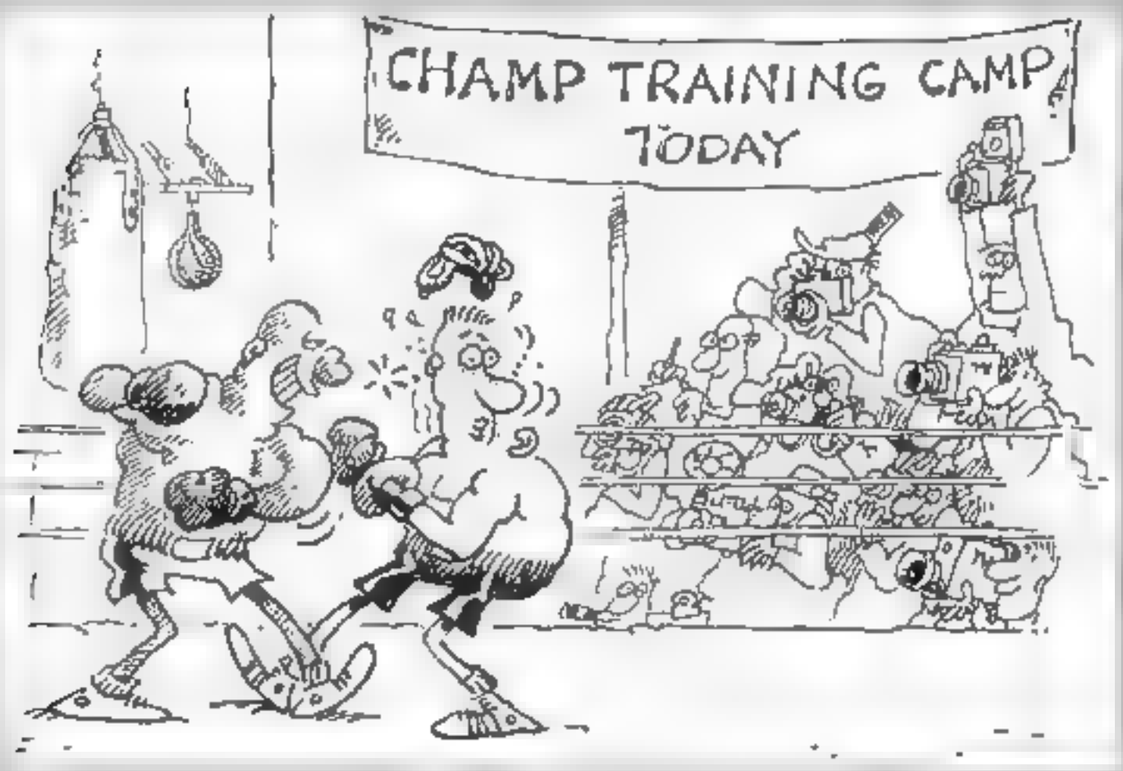
NAME	HOURS/MINUTES/SECONDS/10ths
Clyde Bosco	1:04:32:8
Fred Tunic	Unable to complete race: *Chest pains*
Betty Huffo	Unable to complete race: *Asthma attack*
Hank Scrawny	Unable to complete race: *Collapsed lung*
Wilson Pitts	Unable to complete race: *Accidentally swallowed pipe*
Janet Scuzzman	Unable to complete race: *Became dizzy*
Hans Brickface	Unable to complete race: *Couldn't stop coughing*
Hank Scrawny, Jr.	Unable to complete race: *The shakes*
Mildred Thickening	Unable to complete race: *Fainted*
Red Nasalhair	Unable to complete race: *Trampled while catching breath*
Ted "Butch" Warper	Unable to complete race: *Blood vessel exploded*
Phil Tertips	Unable to complete race: *Blacked out*
Fung Lee Goo	Unable to complete race: *Became disoriented; fell in river*
Wendy Pork	Unable to complete race: *Ashes flew into eye*
Clive Squashy	Unable to complete race: *Slipped on carton of Viceroys*
Tucker Fester	Unable to complete race: *Had Chemotherapy appointment*

(List Continued on Page 101)

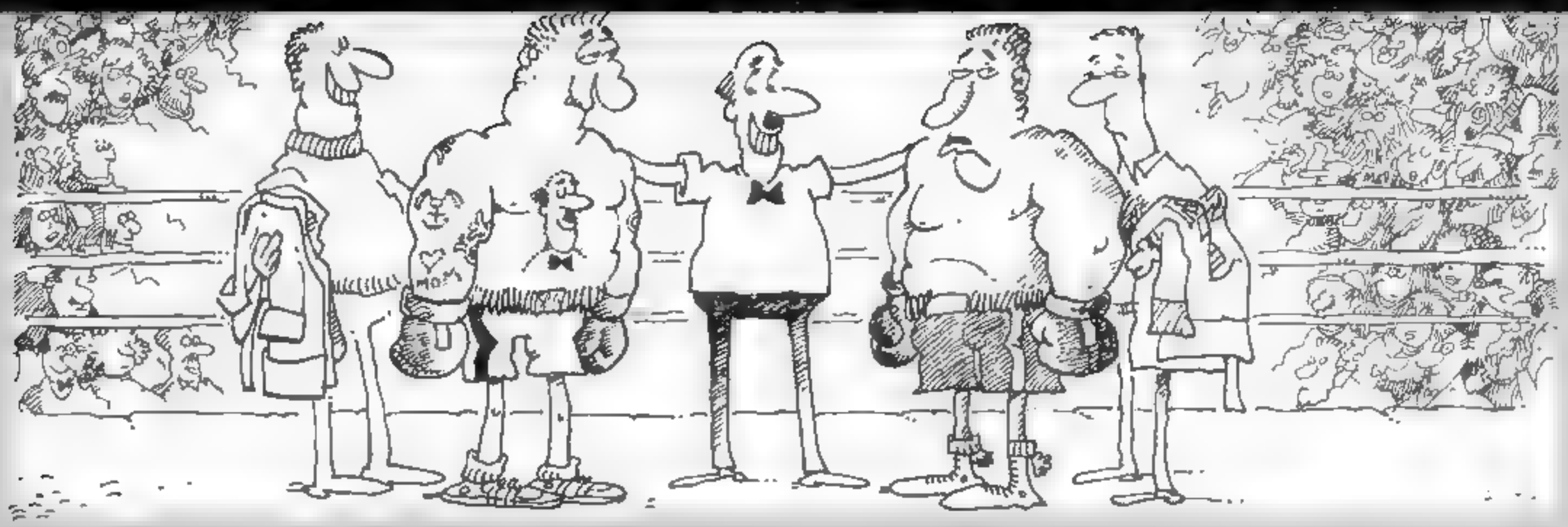
SERGE-IN GENERAL DEPT.

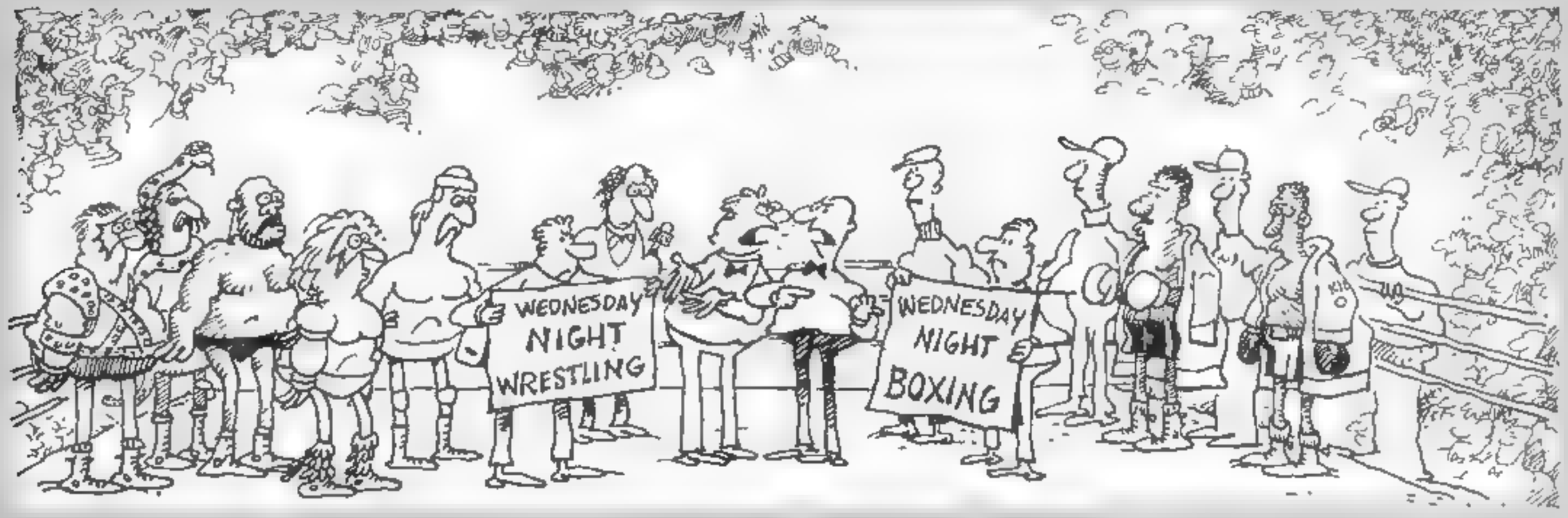
A MAD LOOK AT BOXING





ARTIST AND WRITER: SERGIO ARAGONES

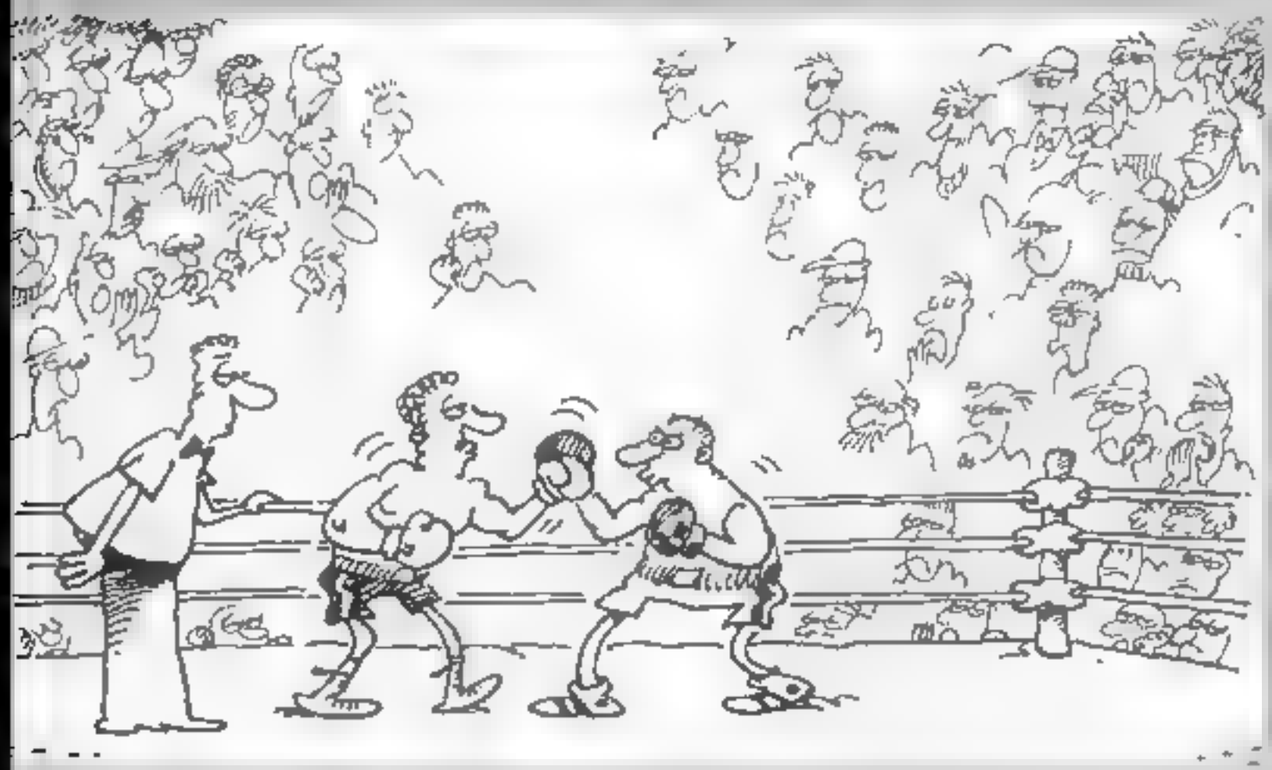

MOM


WEDNESDAY
NIGHT
WRESTLING
WEDNESDAY
NIGHT
BOXING

KID
HUEVOS

ARENA
BOX

ARENA



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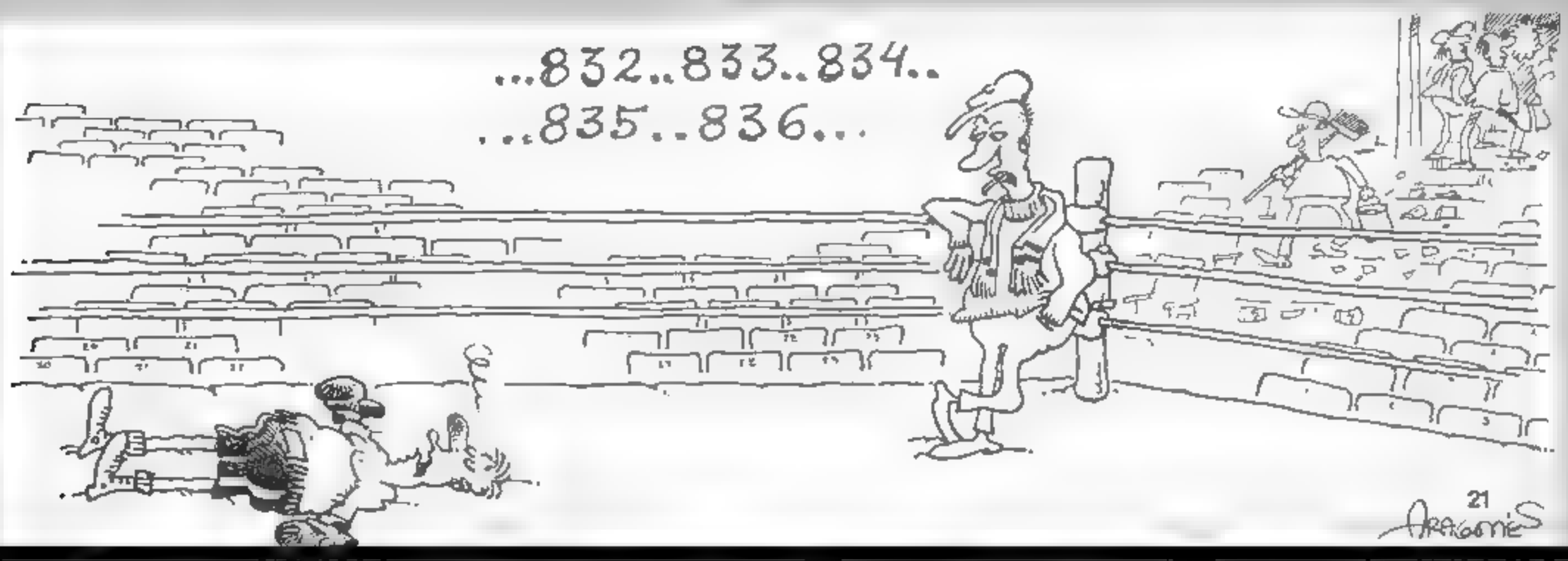
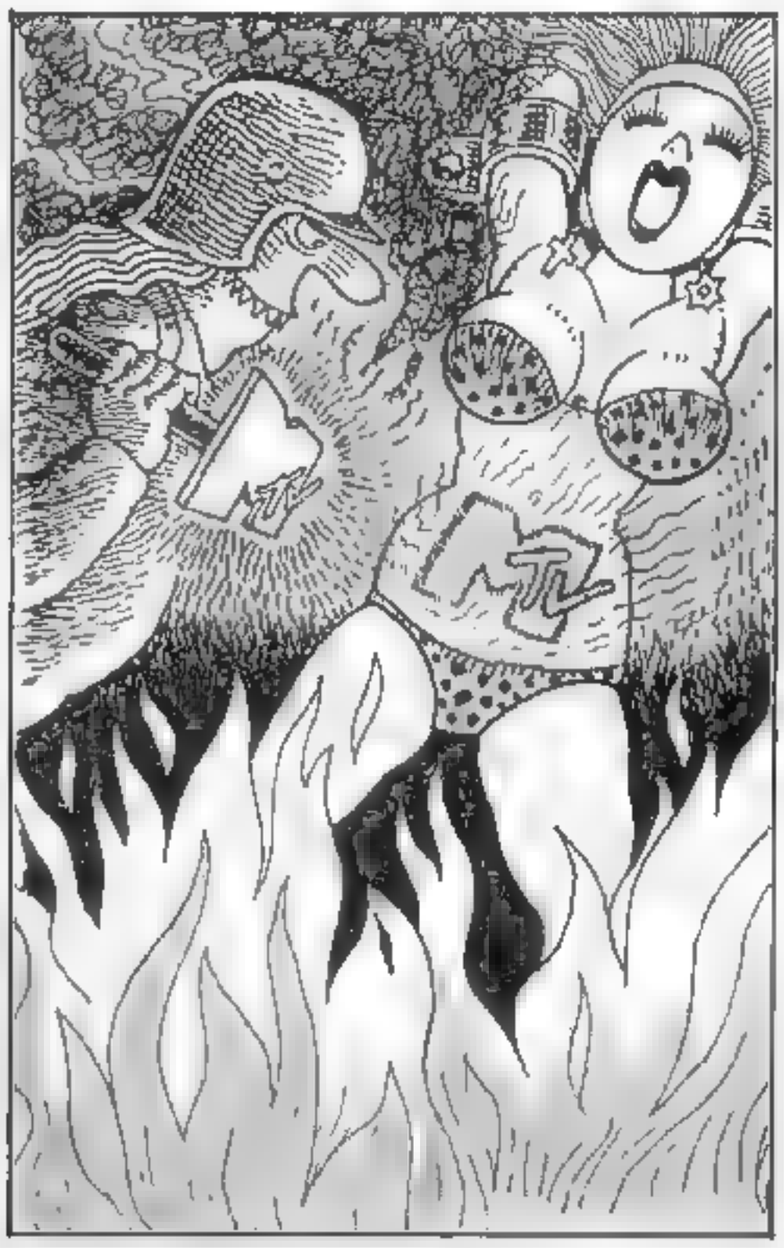

...832..833..834..
...835..836...

ALPHABET POOP DEPT.

It's a well-known fact that big businesses spend millions of dollars every year trying to create just the right image for themselves. But of course, these images are completely mis-

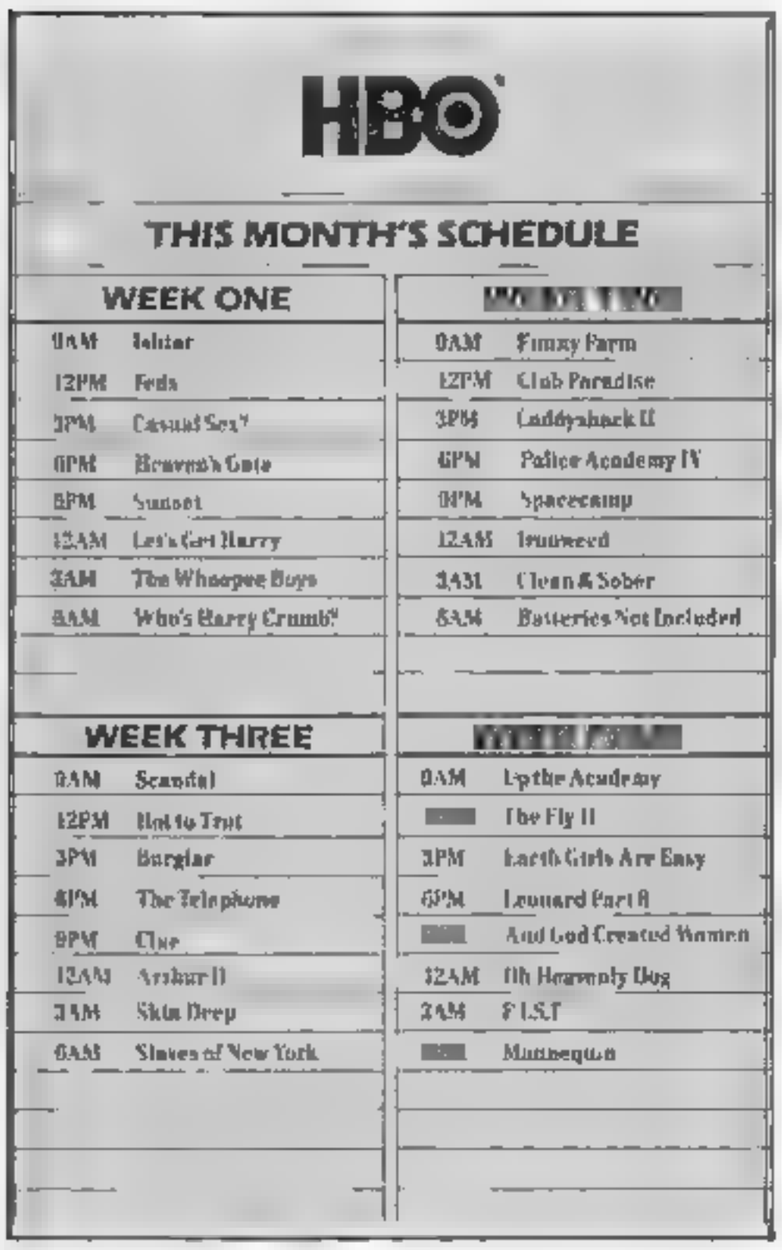
WHAT CORPORATE INITI



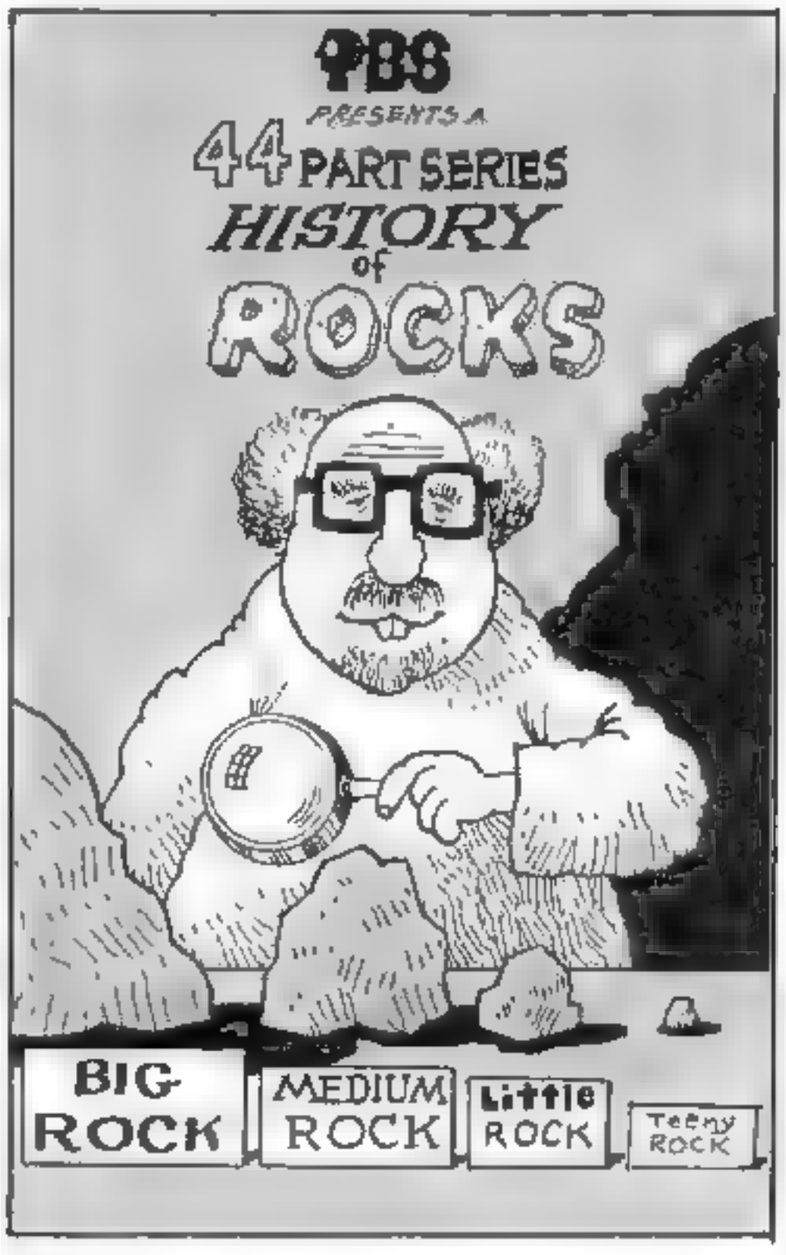
Mindless Trashy Videos

Covering Needless News

Over Pricing Every Can



Hundreds of Bad Offerings



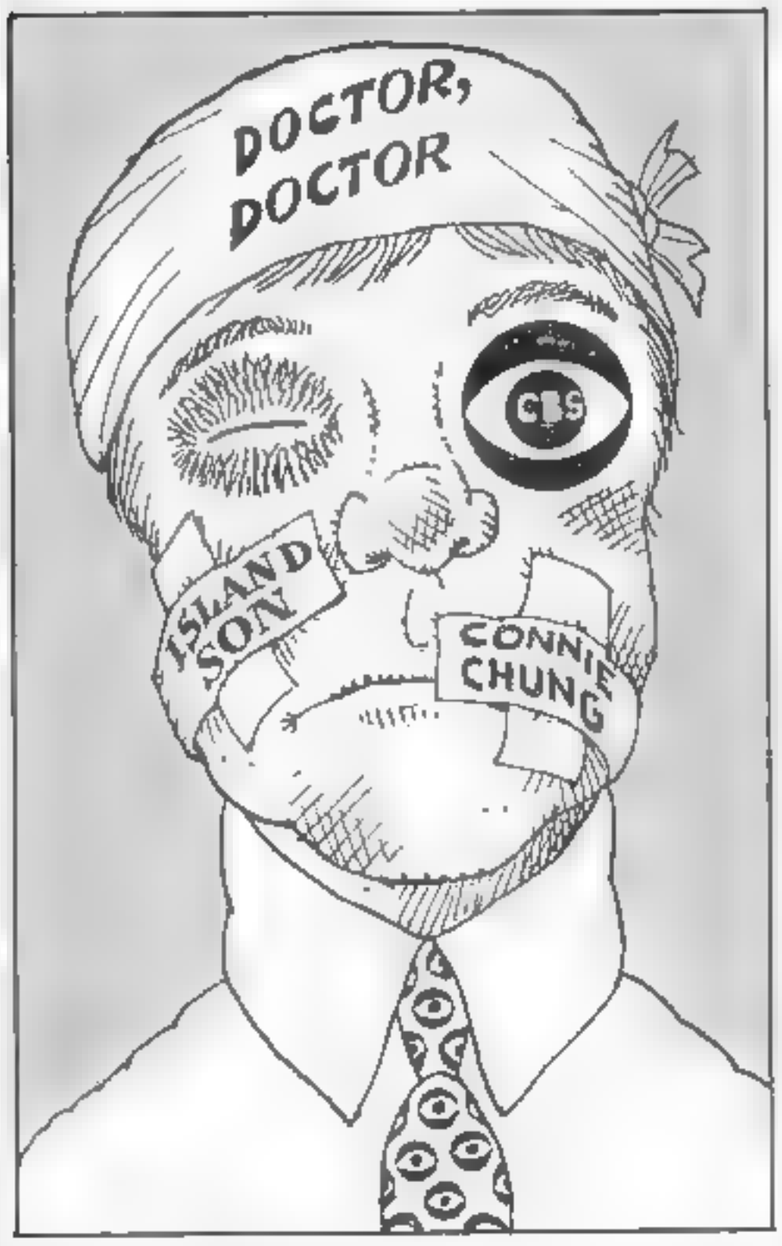
Pretty Boring Stuff

World's Wealthiest Fakers

leading! We've found, however, that no matter how phony their "image" is, a corporation's initials will *always* reveal the true nature of the organization they stand for! Here's...

ALS REALLY STAND FOR

ARTIST: AL JAFFEE WRITER: MICHAEL GOODWIN

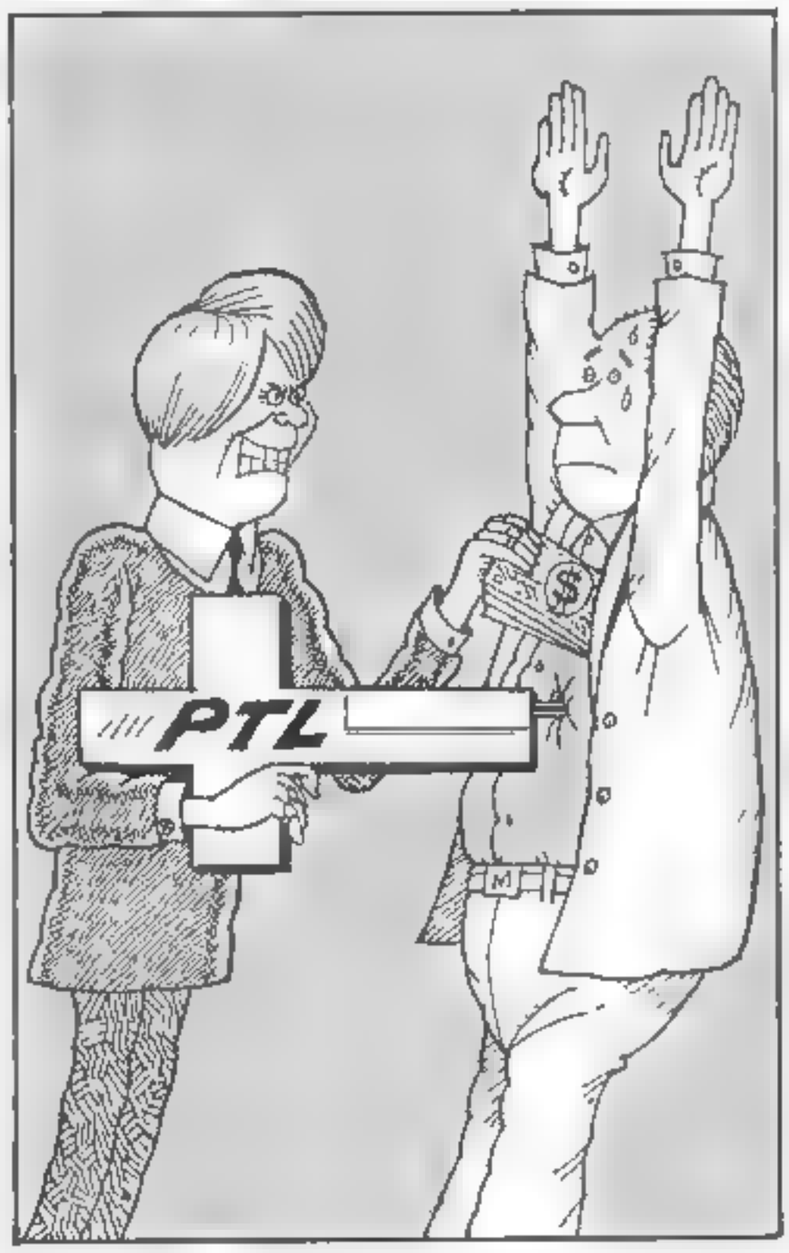


Countless Bad Shows

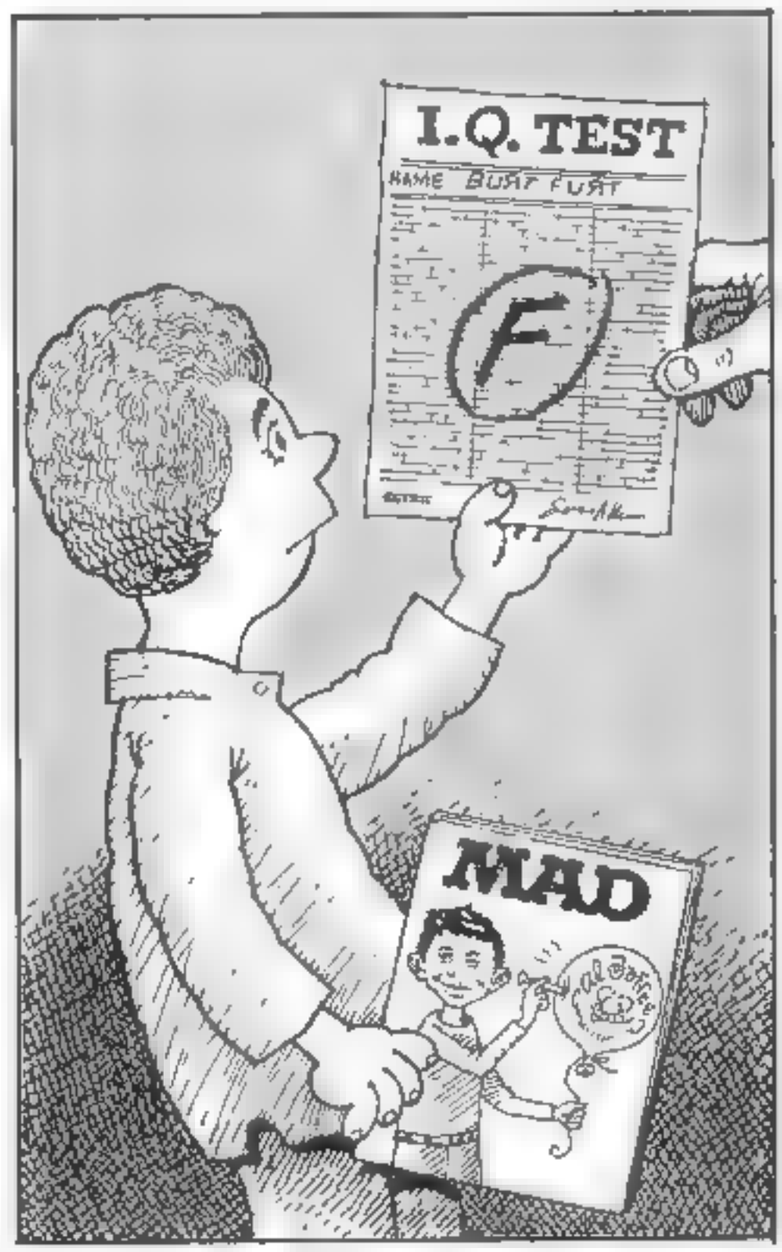
Needs Bill Cosby

Making Communications Inaudible

A Bland Channel



Preachers Taking Loot



Making Americans Dumber

FRANK ON A ROLL DEPT.

THE OIL

(with a crude apology to Edgar Allan Poe)

See the derricks pumping oil—
Foreign oil!
Gobs of gallons gushing from beneath the desert soil!
Huge monopolies are drilling,
Which for them is mighty nice,
When their pockets they are filling
And it's they who make the killing
And it's we who pay the price!
Hear them gloat, gloat, gloat
'Cause they've got us by the throat,
And each dollar, yen and kopeck
Feeds the greedy bunch at OPEC
For the oil, oil, oil, oil,
Oil, oil, oil—
For the money-grubbing moguls with the oil!

See the pipeline full of oil—
U.S. oil!
Built to last a lifetime after years of sweat and toil!
Many millions we were spending,
And although the cost was great,
Soon our problems would be ending
'Cause we wouldn't be depending
On the Saudis or Kuwait!
See it last, last, last—
Oops! I guess we spoke too fast!
Leaks are springing up all through it;
Seems the builders kind of blew it
With the oil, oil, oil, oil,
Oil, oil, oil—
Just another major screw-up with the oil!

See the tanker dumping oil—
Exxon oil!
Blackening our shores and bringing tempers to a boil!
Hear the company suppressing
How their hulls are made of mush:
"Yes, the spill is most distressing,
"But we had no way of guessing
"That the captain was a lush!"
Hear them claim, claim, claim
That they're really not to blame!
After all, they're only human;
Best to pin it on some crewman
For the oil, oil, oil, oil,
Oil, oil, oil—
For the leaking and the wrecking of the oil!

See the seagulls drenched with oil—
Deadly oil!
Grounded on the beaches that men ravage and despoil!
Smell the fishes putrefying;
Count the corpses of the seals;
See the scores of eagles dying,
Giving up all dreams of flying
As the greasy goo congeals!
Leaders swear, swear, swear
That they really, truly care!
Words to banish ev'ry sorrow
Till that bigger spill tomorrow
When another giant tanker
Winds up punctured by its anchor,
With our shores obliterated
And the planet decimated
By the oil, oil, oil, oil,
Oil, oil, oil—
By the deadly devastation of the oil!

ARTIST: JOHN POUND . WRITER: FRANK JACOBS

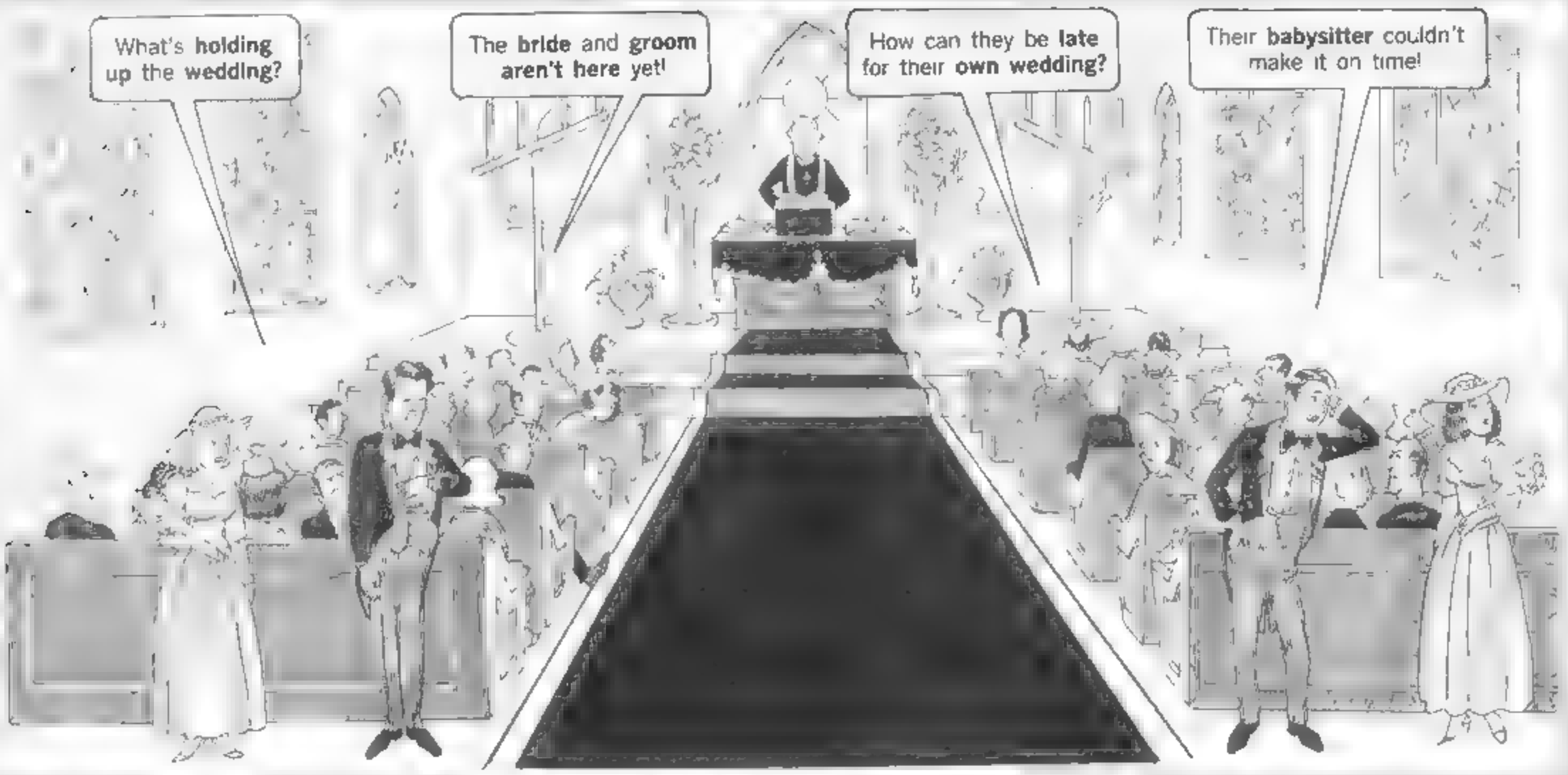
COMMUNICATION

Thanks to modern technology, my mother uses the very latest methods for getting on my back!
Now she's complaining that I don't FAX home enough!
53

BERG'S-EYE VIEW DEPT.

THE LIGHTE

MODERN MARRIAGE


What's holding up the wedding?
The bride and groom aren't here yet!
How can they be late for their own wedding?
Their babysitter couldn't make it on time!

CARS

You American car dealers are having a rough time of it because of the imports! I'll bet it even affects your sleep!
Actually, I've been sleeping like a baby ...
I wake up every two hours and cry!

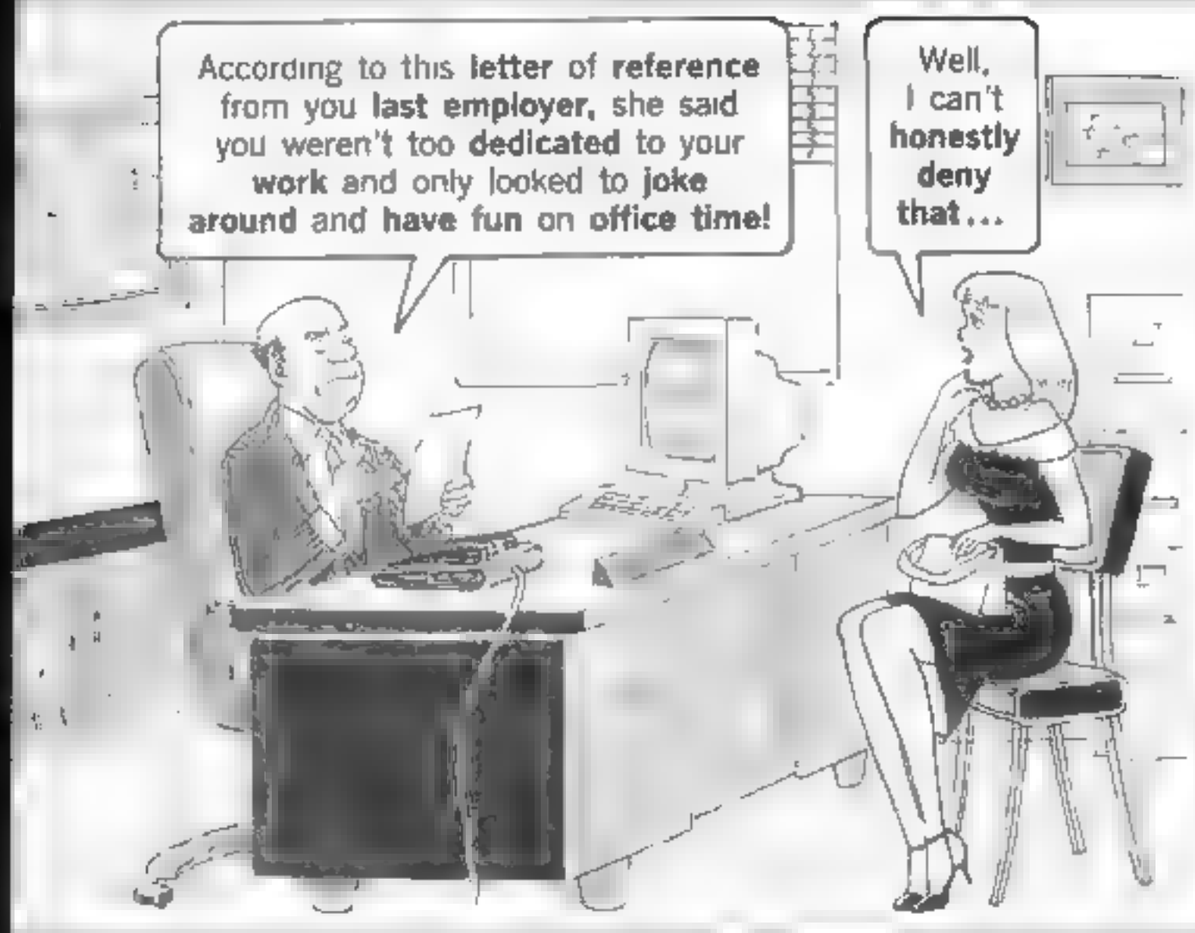
R SIDE OF...

ARTIST & WRITER
DAVE BERG

GOALS

Steve Chasanoff! I haven't seen you since college!
You look great, Bruce! How are you doing?
Not bad! But you must be doing very well! I remember you made a vow on graduation day that by the time you hit thirty you'd be a millionaire! So?
Well, I made it to half my goal!
Really? You made half a million?
No, but I made it to thirty!

EMPLOYMENT

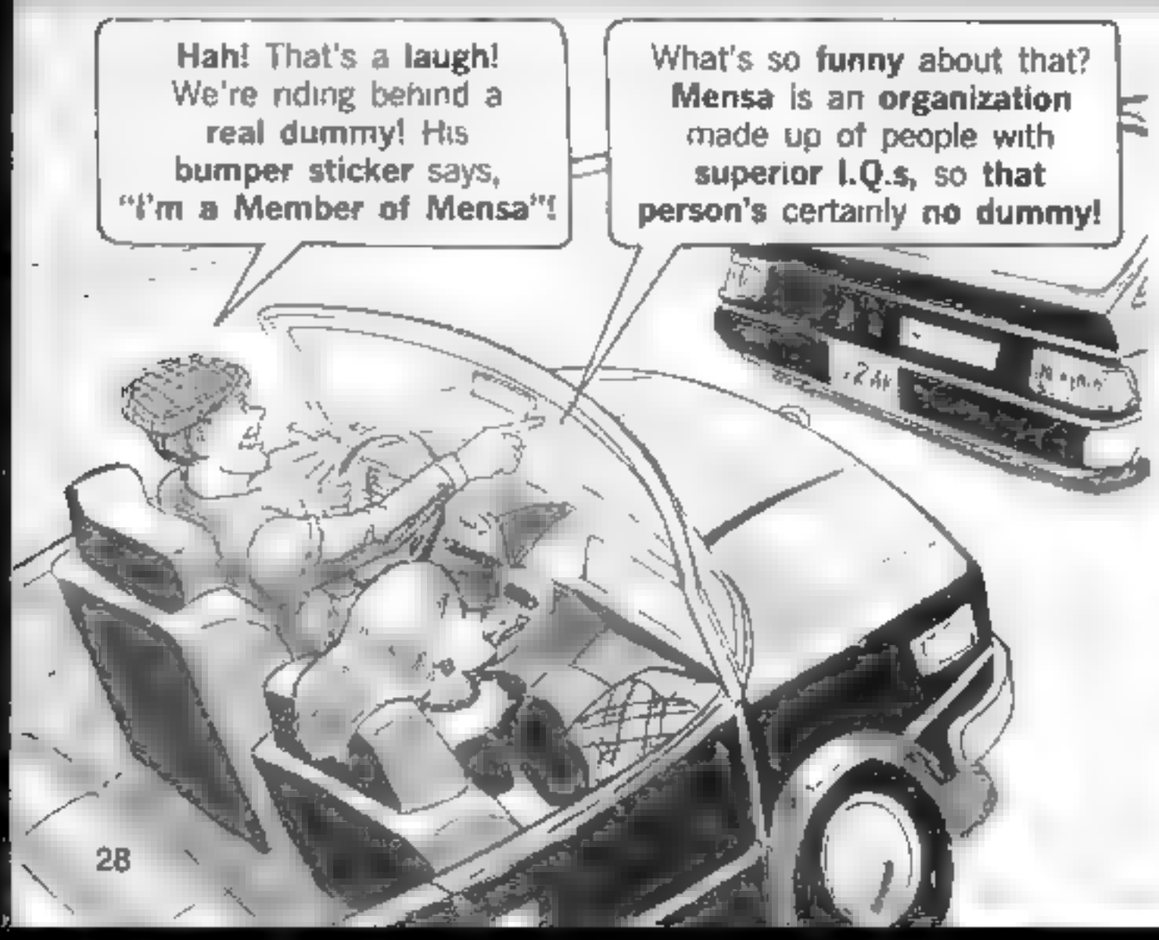

According to this letter of reference from you last employer, she said you weren't too dedicated to your work and only looked to joke around and have fun on office time!
Well, I can't honestly deny that...

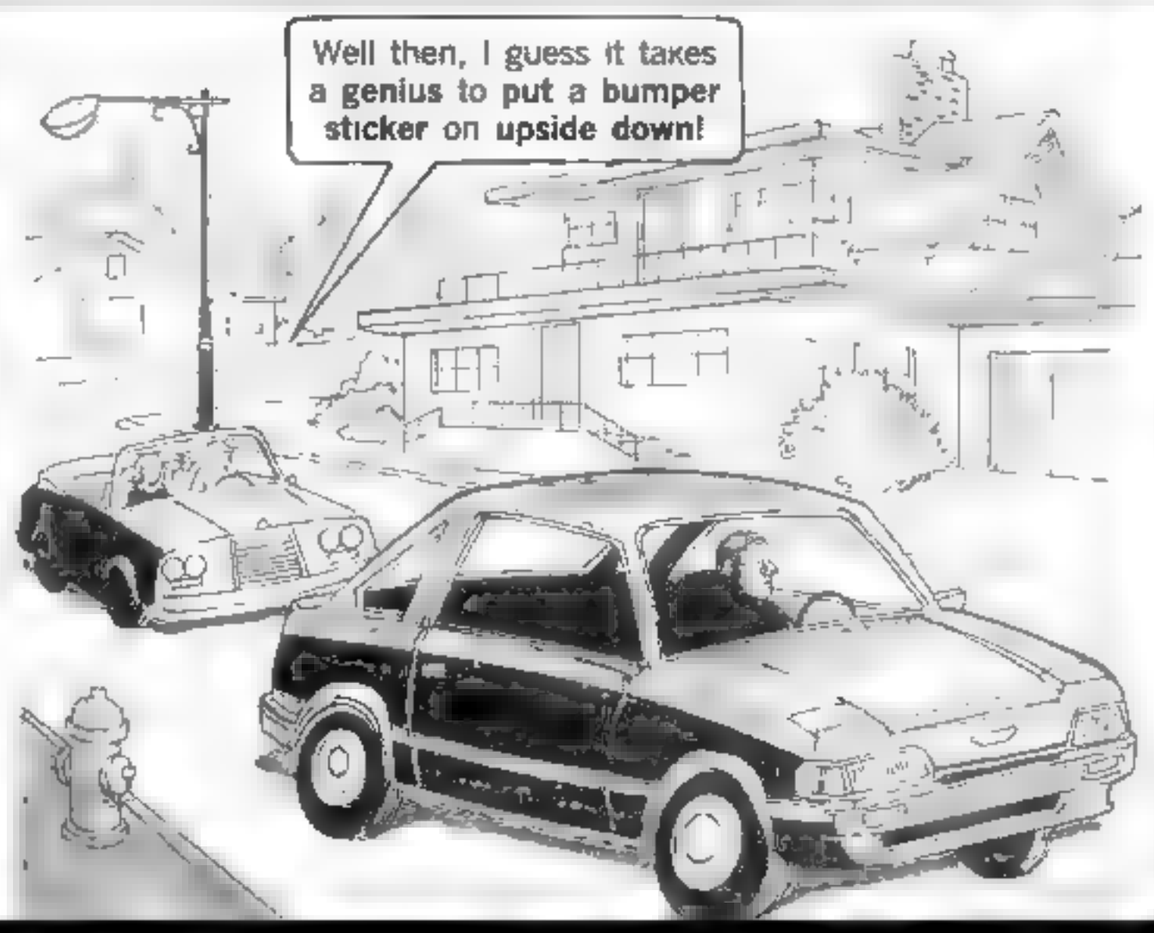
WAITERS

EDUCATION

Kids today! My son's complaining that he's suffering from burn out!
You shouldn't be too hard on him! That really happens to some students!

BUMPER STICKERS


Hah! That's a laugh! We're riding behind a real dummy! His bumper sticker says, "I'm a Member of Mensa"!
What's so funny about that? Mensa is an organization made up of people with superior I.Q.s, so that person's certainly no dummy!



GUNS

I started collecting guns for protection! Why should guns only be in the hands of crooks?
I'm with you! How many guns do you have in your collection?
None! I was burglarized! Now all my guns are in the hands of crooks!

SHOPPING

In the first grade?
These supermarket cashiers are getting impossible! Look what I found in our grocery bag!
That's just the divider! It's a simple mistake!
Is it? Then why were we charged $4.00 for it?

TOYS

THE OFFICE

Bill, there's a subscriber on the phone! He claims the subscription coupon states, "Money returned if not satisfied"!
Yes, Gloria, that's perfectly true!
He says he wants his money back!
He can't have it!
That statement pertains to me, and I'm perfectly satisfied with his money!

MODERN FINANCE

My parents are getting divorced! My mother's getting the house, my father's getting the car...
Who's getting the money?
The lawyers!

DOCTORS

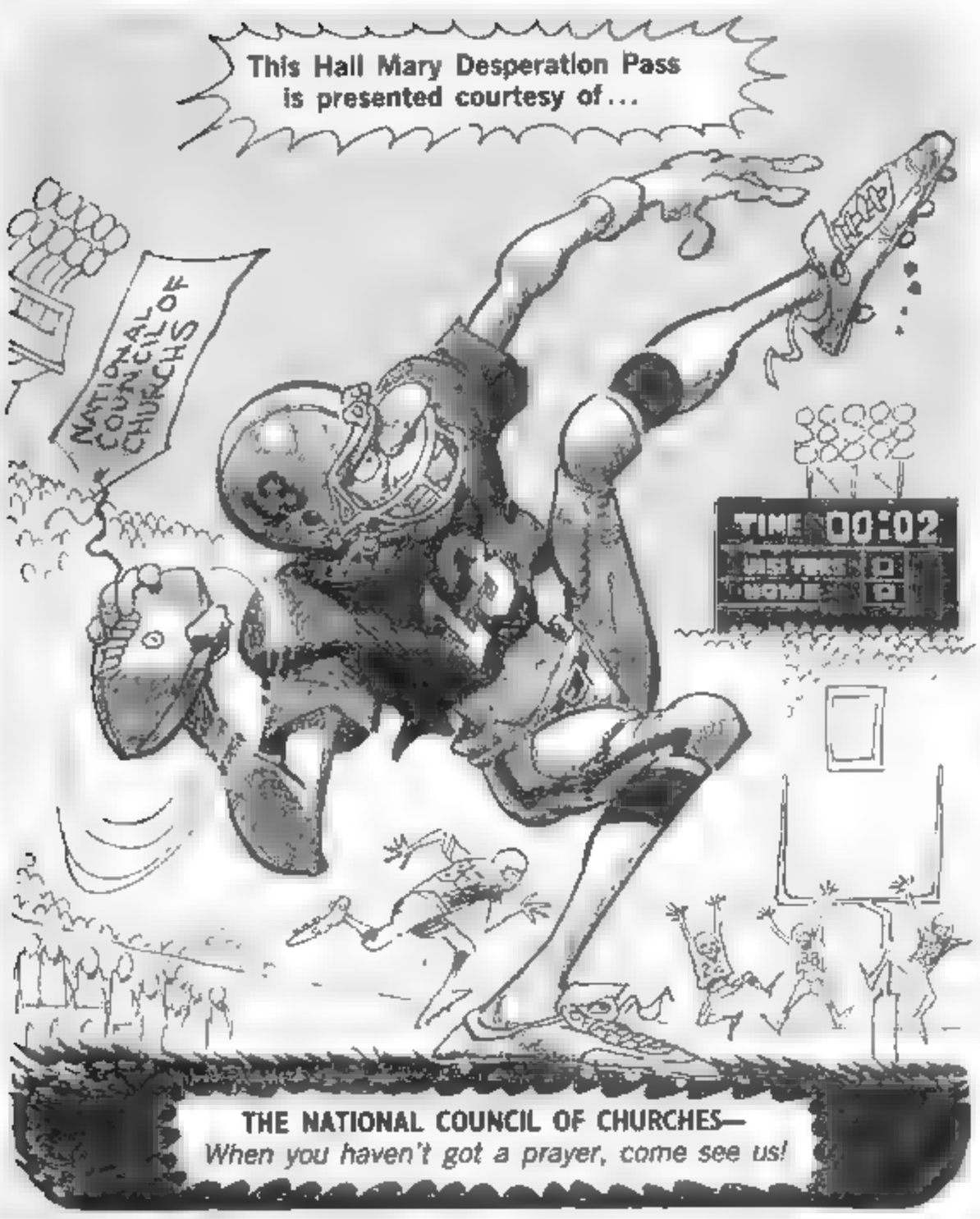
I've been waiting for the doctor to show up for two hours! I know he doesn't make house calls...
...now I'm beginning to think he doesn't make office calls, either!

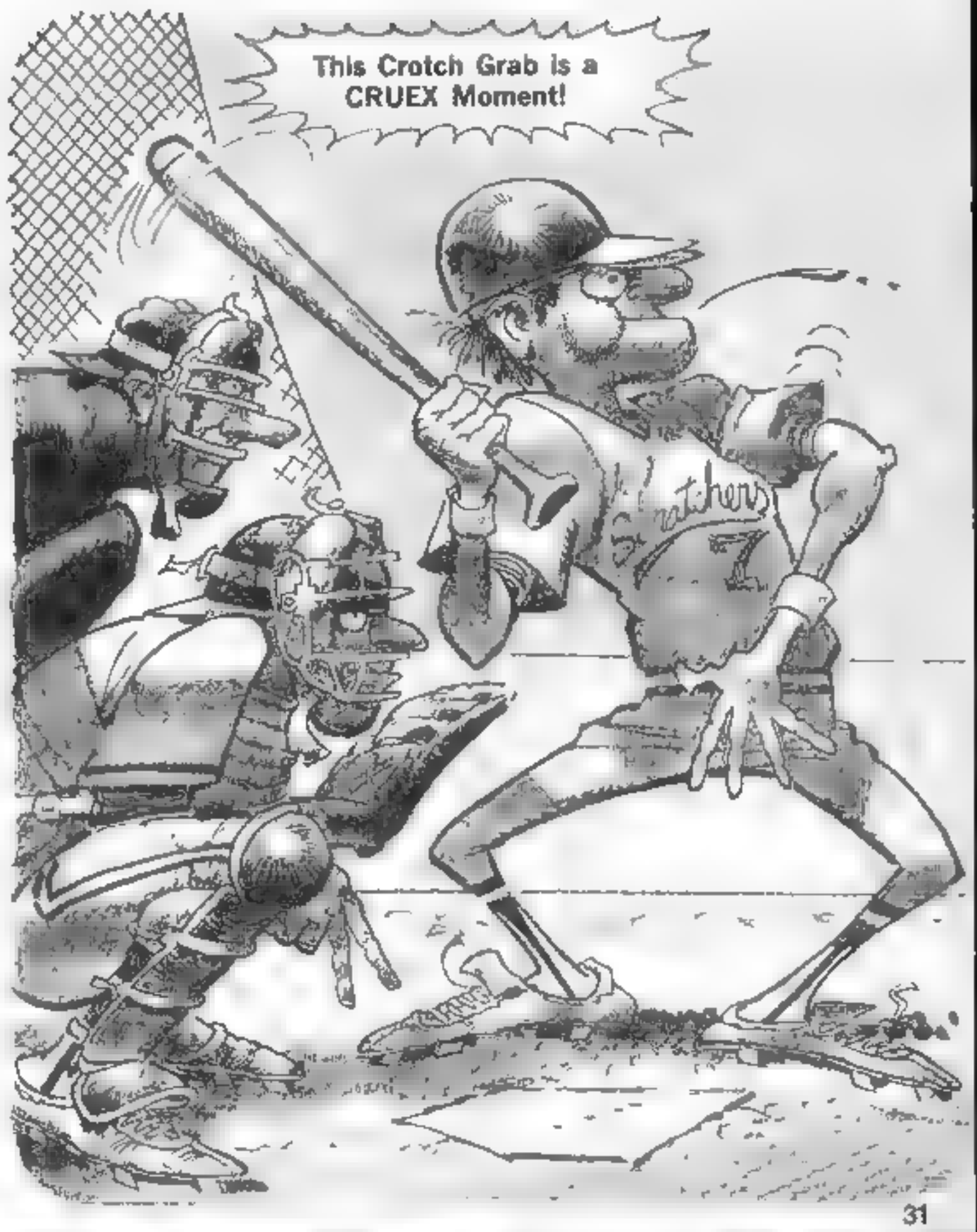
ENDORSE OF A DIFFERENT COLOR DEPT.

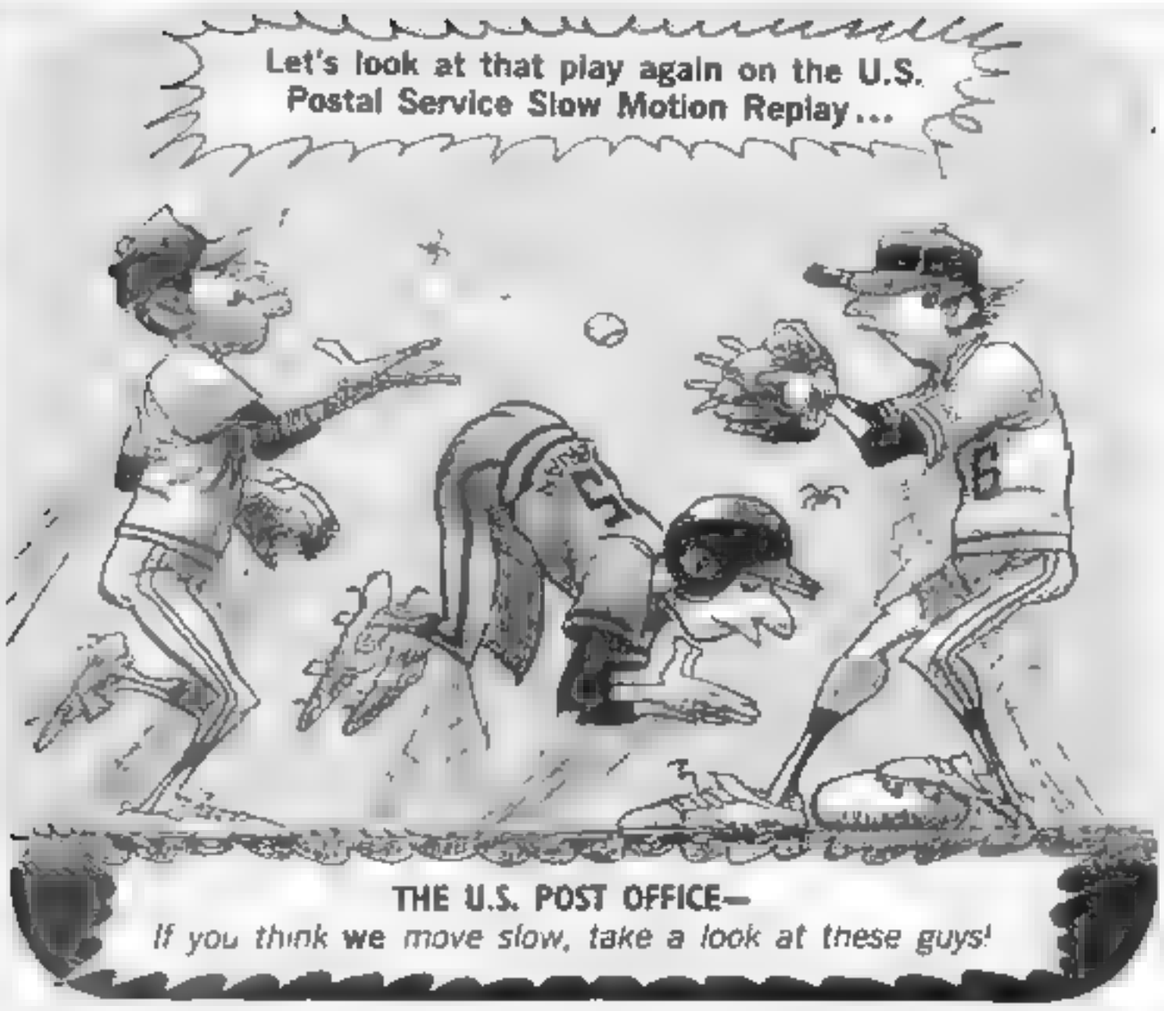
This nauseating travesty is no doubt familiar to anyone who watches sports on TV: Convinced that 90 minutes of commercials in a 3-hour sportscast isn't enough, networks and advertisers are now "encroaching" on the games themselves! So far, these annoying mini-ads have been limited to kickoffs, home runs and the like, but you can bet your Miller-Lite Beer mug that there will come a day pretty soon...

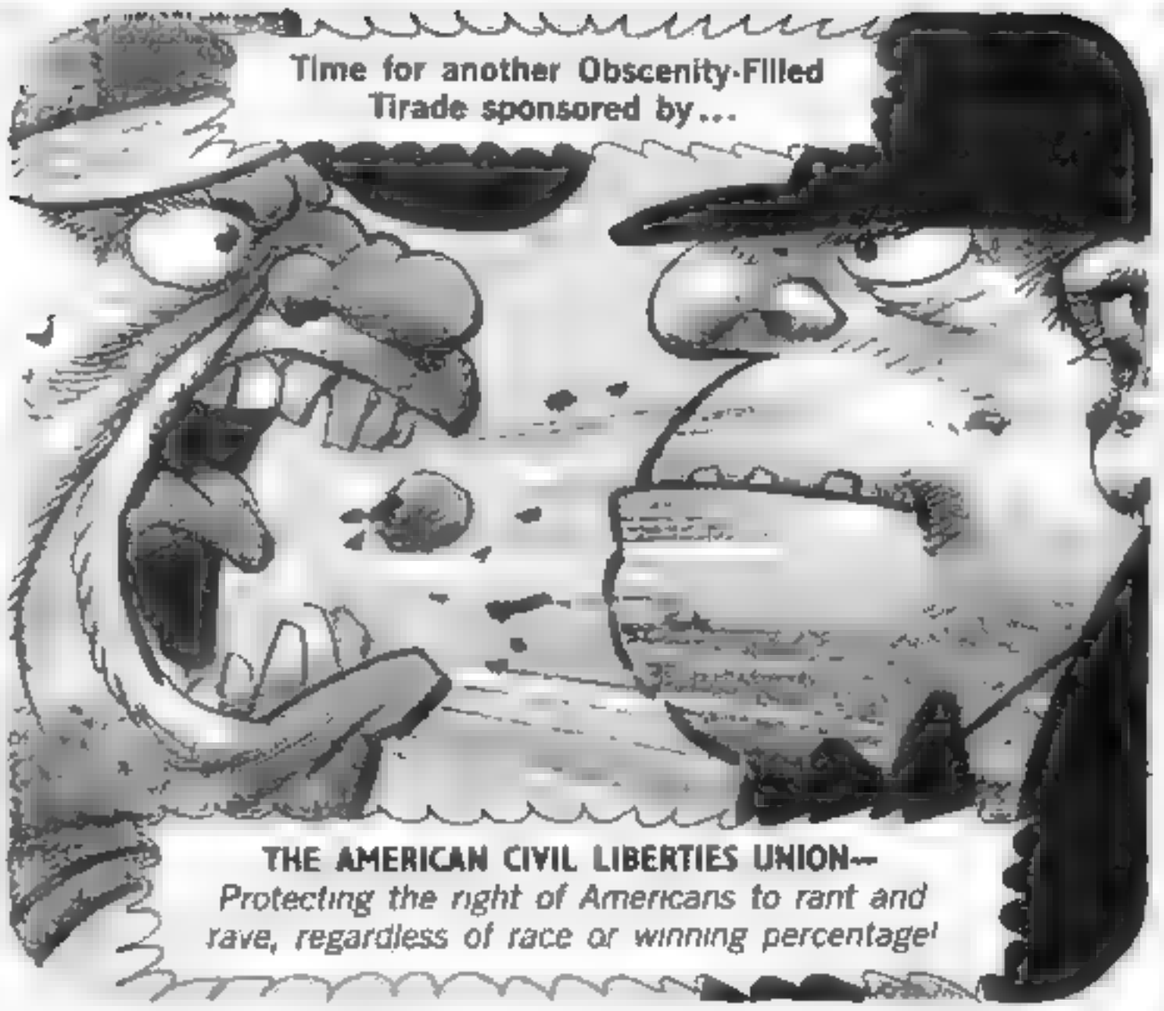
WHEN TV SPORTS ADVERTISERS decide to "SPONSOR" MORE than just KICKOFFS & HOME RUNS

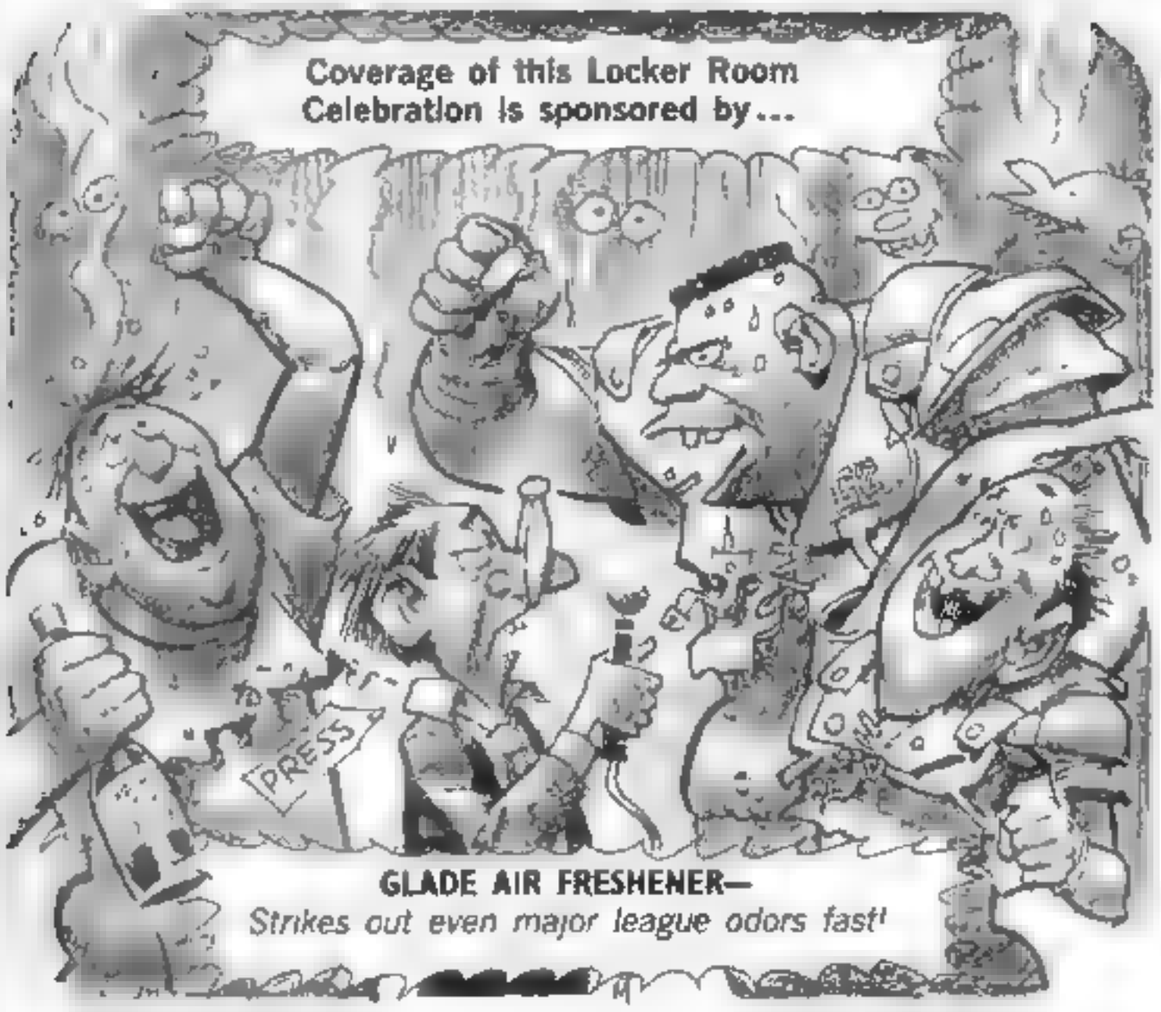
ARTIST: JACK DAVIS WRITER: MIKE SNIDER

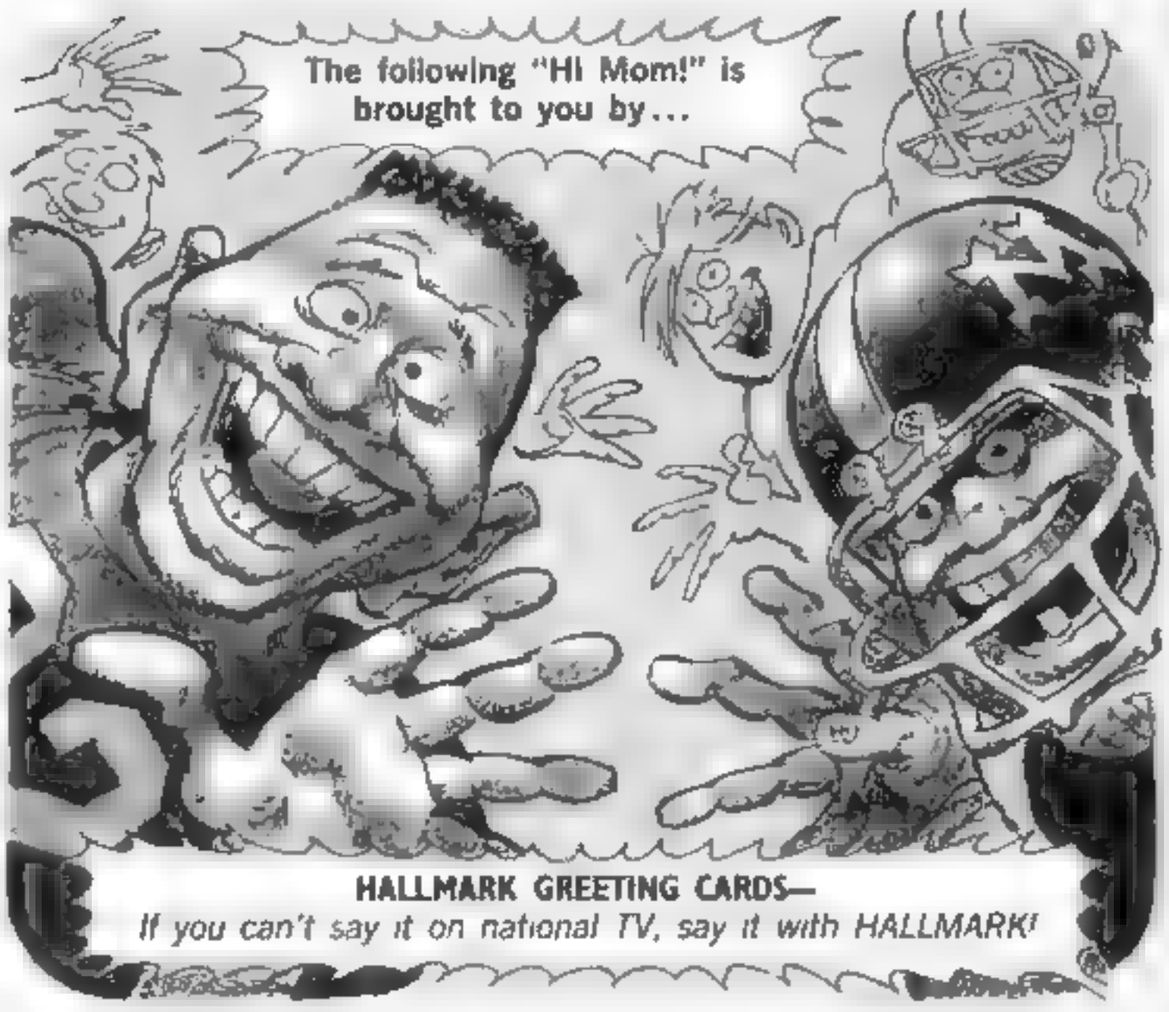

This Hail Mary Desperation Pass is presented courtesy of...
NATIONAL COUNCIL OF CHURCHS
TIME 00:02
THE NATIONAL COUNCIL OF CHURCHES—
When you haven't got a prayer, come see us!

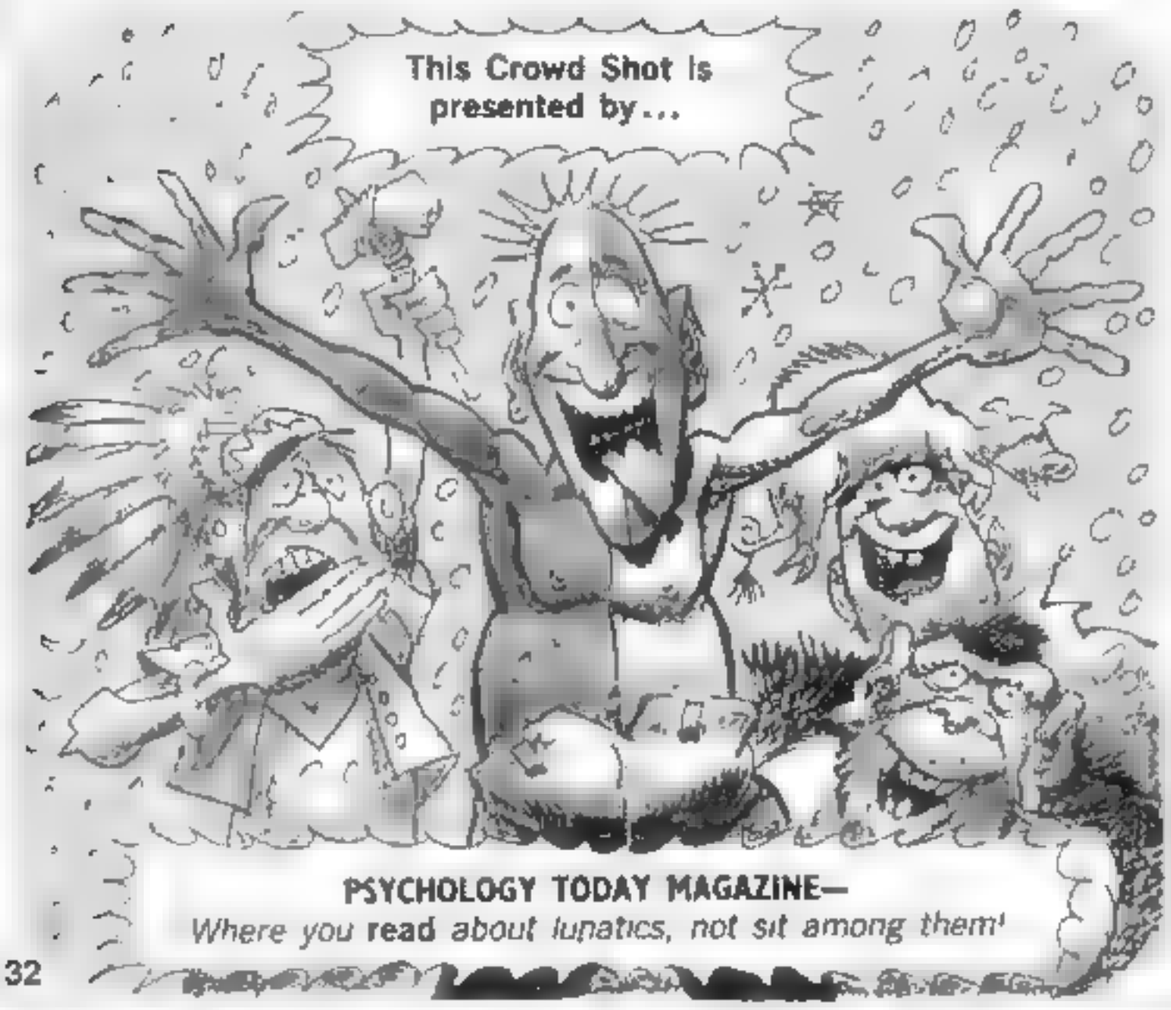



Let's look at that play again on the U.S. Postal Service Slow Motion Replay...
THE U.S. POST OFFICE—
If you think we move slow, take a look at these guys!


Time for another Obscenity-Filled Tirade sponsored by...
THE AMERICAN CIVIL LIBERTIES UNION—
Protecting the right of Americans to rant and rave, regardless of race or winning percentage!

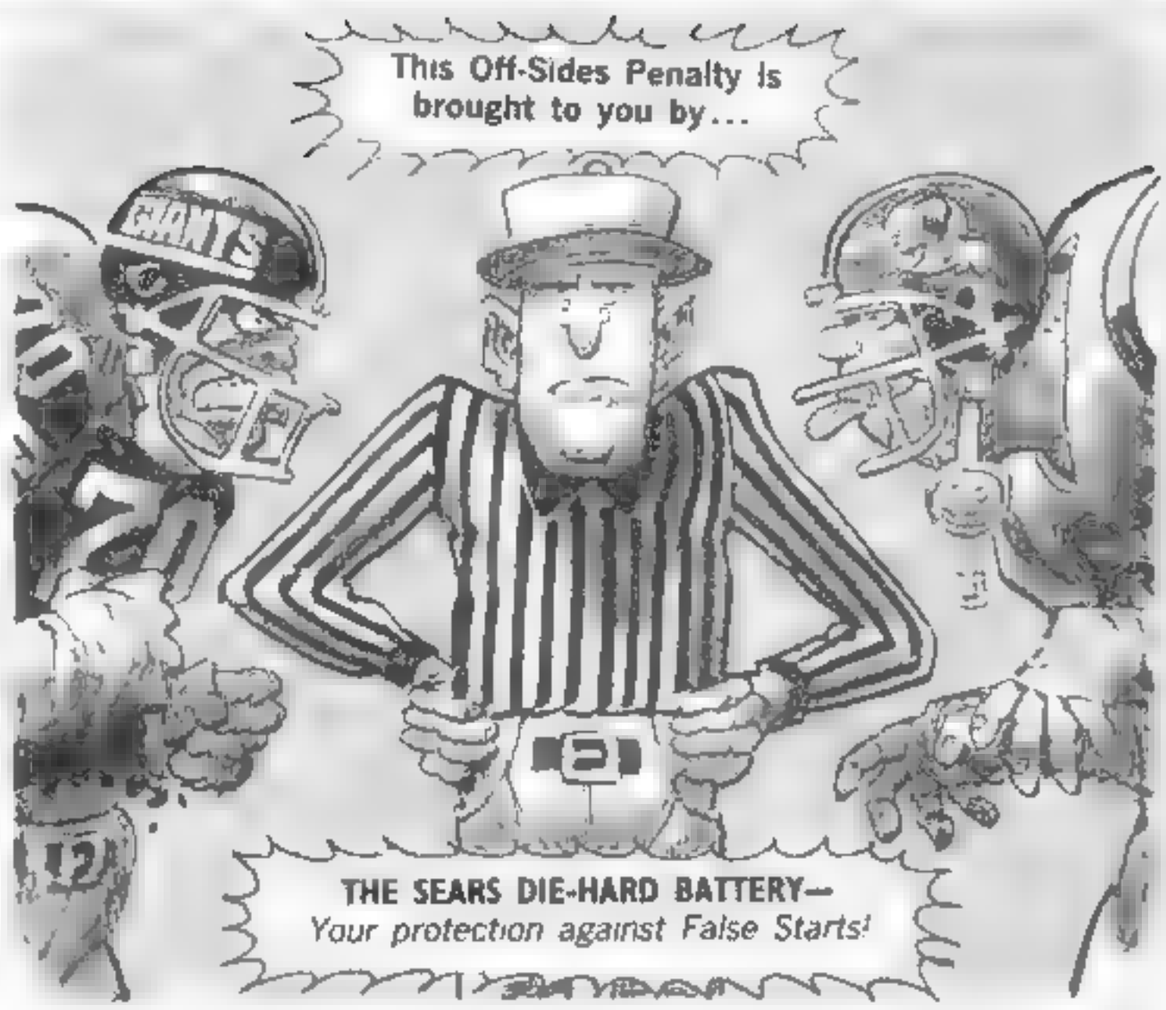

Coverage of this Locker Room Celebration is sponsored by...
PRESS
GLADE AIR FRESHENER—
Strikes out even major league odors fast!


The following "HI Mom!" is brought to you by...
HALLMARK GREETING CARDS—
If you can't say it on national TV, say it with HALLMARK!


This Crowd Shot is presented by...
PSYCHOLOGY TODAY MAGAZINE—
Where you read about lunatics, not sit among them!

This Surprise Visit by a TV actor plugging his new show is a presentation of...
TUESDAY NITES 8 TO 9
MIRACLE-GRO FERTILIZER—
Pile it on thick and heavy for best results!

This "Wave" is presented by...
CARNIVAL CRUISES—
The next most popular crowd activity in the world!


This Off-Sides Penalty is brought to you by...
THE SEARS DIE-HARD BATTERY—
Your protection against False Starts!

This Gruesome Compound Fracture is brought to you over and over, from every possible angle, by...
SNAP
CRACK
POP
BLUE CROSS/BLUE SHIELD—
Offering more superior protection than even the best offensive linemen!

Another PENTHOUSE Magazine Moment!

This L.A. Laker Courtside Camera pan is presented by...
WARNER COMMUNICATIONS—
Producer of the blockbuster motion picture "Batman," now available everywhere on videocassette!

It's another Below-the-Belt Jab brought to you by...
SUCKER!
MAD
MAD MAGAZINE—
Delivering cheap shots since 1952!

THE TORTUROUS TRAPEZE TRAVESTY

CHICK, YOU SAID YOU WANTED AN ACT THAT'LL KNOCK YOUR SOCKS OFF, RIGHT? WELL, I'VE GOT A GREAT TRAPEZE ACT FOR YOU--THE FIVE SCREAMING ZAMBINIS!
CHICK GLITZ CIRCUS ACTS INC.
A TRAPEZE ACT? I SAID I WANTED A BIG CATS ACT!
LISTEN, CHICK, THAT'S WHY THEY'RE CALLED THE FIVE SCREAMING ZAMBINIS!
THUMP!
WHEEEEEE
I THOUGHT YOU SAID THERE WERE FIVE SCREAMING ZAMBINIS!
THERE WERE, BUT DON'T SWEAT IT, WE CAN GET MORE...

ARTIST AND WRITER: DUCK EDWING

Yo, chumps, it's me, **Iron Mike,** the **Champ!** Or as I **should** say, **Former** Champ! Man, after that **Buster Douglas** knocked me on my **butt** in Tokyo, I decided I'd better find a **new line** of **work!** I heard about a job for a **huge, ugly man** with a **poor grasp** of **English,** but Johnny Carson already **has** a sidekick! So now I work for **MAD!**

I'm **Don Kink,** the famous fight promoter, manager, entrepreneur and hustler! I'm acting as **co-host** 'cause there's no way I'm gonna let my main **meal ticket** get within a mile of a **lawyer** unless I'm there to **protect him!** I mean, some of the stuff they pull is enough to make your **hair stand on end!** You'll see why as

SLIDING DOWN THE BARRISTER DEPT.

MAD VISITS A MODERN DAY LAW SCHOOL

ARTIST: PAUL COKER WRITER: LOU SILVERSTONE

I'm **Dean Litigate!** Welcome to the **Real World Law School!**

I used to watch the old TV show ***Paper Chase.*** Those dudes were taught about **truth** and **justice.** Is that what you **teach here?**

Don't be **silly!** Our students are trained to become **lawyers, not comic book heros!** Besides, the only **paper** a **lawyer** ever chases is colored **green!**

I sure don't have **any problem** relating to **that!**

Our buildings are **named** after **lawyers** who served the **nation** with honor That's the **Richard Nixon Student Center,** the **Spiro Agnew Library,** the **Sam Pierce Dorm,** the **Jim Wright Hall** and the **Senator Al D'Amato Gym!**

You should have named somethin' afta **my favorite** lawyer, **Perry Mason.** He's **unbeaten,** like I **used to be!**

Champ, **no** lawyer ever **loses,** even if his client goes to **jail!** He still gets **paid** and a **guilty verdict** means an **appeal** and that means **more money.** That's what makes **law** such a **marvelous profession!**

The students work out so they can get in shape for **chasing** down **ambulances!** Ha ha, that's a **joke!** Actually, it's a lawyer's **job** to **arrive** at the scene of an **accident** as soon as possible in order to help those **lucky people!**

What's so **lucky** about bein' in a **accident?**

With the **right lawyer** a **minor accident** can be like winning the **lottery!** In these days of **seven-figure insurance settlements,** you have a shot at becoming an **instant millionaire!**

Yeah, but you **shysters** take a **big hunk** of any **settlement money!**

We're **entitled!** We do all the **work!** All the **client** has to do is lie there and **bleed**—sort of like your **opponents,** Mike!

Sure, there's **nothin' wrong** with a **middle man** getting a **big piece** of the action! **Trust me on this one!**

Our **hot line** has informed us of a **10-car pile-up!** We're taking the students on a **field trip** so they can watch lawyers in **action!**

Look at all the **cars!** They must be **doctors** rushing to the **scene!**

No, they're **lawyers!** I **wish** they were **doctors!**

So they could **help** the **crash victims?**

No, so **we** could get some **mal-practice sults** going, too!

Were any of your **loved ones hurt?**

Great! I mean, **sorry.** We'll sue the driver for **10 million!** This was definitely caused by **driver's error!**

Then we'll **sue** the **car maker** for building an **unsafe auto!** We'll **sue** the city for **lousy roads!** We'll **sue** the **radio station** you had tuned-in for **distracting** you! And we'll **sue** the **manufacturer** of your **shirt!** It's cut way **too tight** for you to **maneuver** a car **properly!**

My **wife died.**

But **I'm** the **driver!**

I'm **lucky.** I **didn't** get **hurt** at **all!**

Shh! Someone might hear you! Put this **neck brace** on and start **groaning!** We'll claim **pain, suffering** and **mental anguish!**

Yeah, I **know** about **pain** and **mental anguish!** When I was married to **Robin Givens,** my **mother-in-law** lived with us for a **whole year!**

Counselor, I'm from **Gall State Insurance Company.**

My **client's** in very **bad shape!** We're talking **severe trauma** here!

Tell you what, get him to **sign** this **release** and my company will give you **thousands** in **referral business!**

You **got it!** Did I say **trauma?** What I meant was he **only** has a few **minor scratches!**

Being a lawyer isn't all **gravy!** We're supposed to donate **20 hours** a year of free **legal service.**

So what's the **big deal?** I do a **lot** of fighting for **free!**

You mean **exhibition charity bouts?**

No—on the streets of **New York** at two in the **morning!** I also fought my **wife** and **thought** it was a **freebie,** but after her **lawyers** got through with me she became my **highest paid opponent!**

Now that we're back in a **classroom,** please **be quiet!** These students are taking an exam in **Legal Ethics.** Notice there are **no teachers** or **monitors present!**

So, you're teaching them the **honor system!**

No, we're teaching them to **cheat!** How else will they become **competitive** and **successful?!**

What happens if you find out a lawyer is **stealing** from a **client?**

Then he's **punished** by the **Bar Association** for **violating** one of the most **important commandments!**

Oh, you mean **"Thou shalt not steal"?**

No, I mean **"Thou shalt not g[illegible] caught"!**

Mr. Jones **died** and left his **estate** valued at **$250,000** to his **wife.** How much will she actualy receive?

Hey, I'm no **Yahoo Serious** but even **I** could figure **that** out— **$250,000!**

I'm **afraid** you'd **never** make a **decent lawyer!**

She wouldn't receive **anything!** We'd use up the **entire estate** in **legal fees!**

Then we'd **hit her** with a **bill** for services that **weren't covered** by the **estate!**

Beautiful! Talk about the old **1–2 sucker punch!**

THE LAW IS AN ASS— AN IDIOT. —DICKENS

I got sent to **reform school** for **rippin' off ten bucks** from some **old lady,** and look what **you** guys **get away with!**

That's what **law school** is **all about!** You learn to **rip people off** but you do it **legally!** That's what makes you a **professional!**

Communicating with people is an **important** part of a **lawyer's training!**

So he can make a **plea** before a **jury?**

No, so he can make **small talk** with a **client.** Based on our **minute-by-minute rates,** just saying, *'Good morning how's the family?"* can cost a client **a few hundred dollars!**

We're going to observe a **trial** so the students can get some practical **courtroom experience.** The **defendant** is accused of **murder!**

Do you **think** the dude is **guilty?**

Does **Roseanne Barr** have **cellulite?** The **lawyer's job** is to **get him off!**

Yeah, but once he's back on the **street** he might **snuff** somebody **else!**

That's the **name** of the **game— another trial, another fee!**

WOE UNTO YOU, YE LAWYERS. LUKE

We have the defendant's **confession,** the **murder weapon** with his **prints** on it and a **video tape** of the **actual crime!**

That **sucker's** got about as much **chance** as my **next opponent!**

He'll be **going away** for a **long time!**

You've never heard of **plea bargaining?** Lawyers become **judge** and **jury** and plea down the case to something **minor** like **speeding** while **fleeing** the **scene of a crime!**

Your Honor, my client was **not advised** of his **rights,** he **wasn't allowed** to make a **phone call** and the **bank videotaped** him **without** his **permission!**

The **evidence** against him is therefore **inadmissable!** Case **dismissed!**

Now his lawyer will **sue** the **city** for **false arrest!**

That's called the **"technicality defense."** If your client is **guilty as sin,** then exploit the **loopholes** in the law to **get him off anyway!**

Man, **who** lets these stupid **loopholes exist?**

Congress! And they're all **lawyers!** I guess they **figure** that **they'll need** to use the **loopholes** themselves **sooner or later!**

Will you gentlemen **excuse me,** I have to join my **colleagues** on the **picket line.** We're **protesting** the government's policy of **seizing** the **assets** of **drug dealers!**

You mean you guys **favor** the **druggies?**

No, but if they take all the guy's **money,** how can he **pay** our **fat legal bills?**

Let's **split,** man! Even the smell of **sweaty clothes** and **dirty socks** will seem **good** compared to **this place!**

Are we **going** to the **gym?**

No, to the **MAD** office! This is **Iron Mike...**

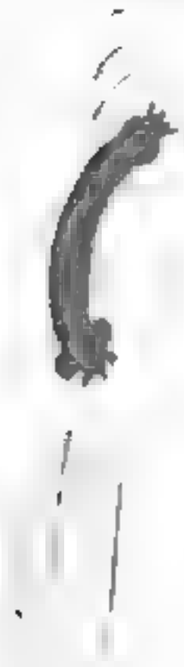
And **Don Kirk, signing off!**

THE SADISTIC SHARPSHOOTER'S STUNT

ARTIST AND WRITER: DUCK EDWING

FOO WITH

HOT DOG SPACE SHOT



MEAT LOAF SLINKY

FRESH VEGETABLE CHESS

HOT CAKES AND BUTTER LAS VEGAS SHUFFLE

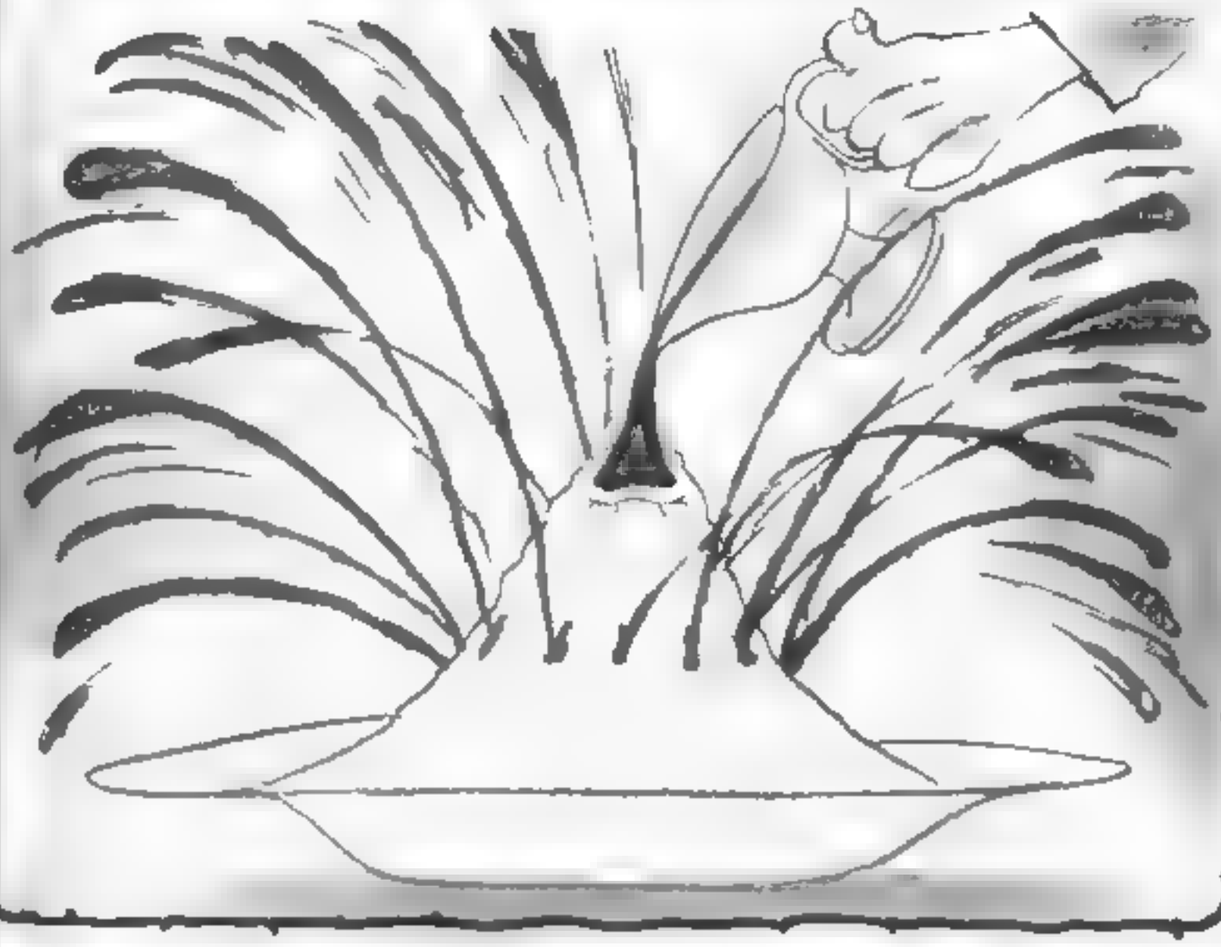
LING FOOD

ARTIST AND WRITER: PAUL PETER PORGES

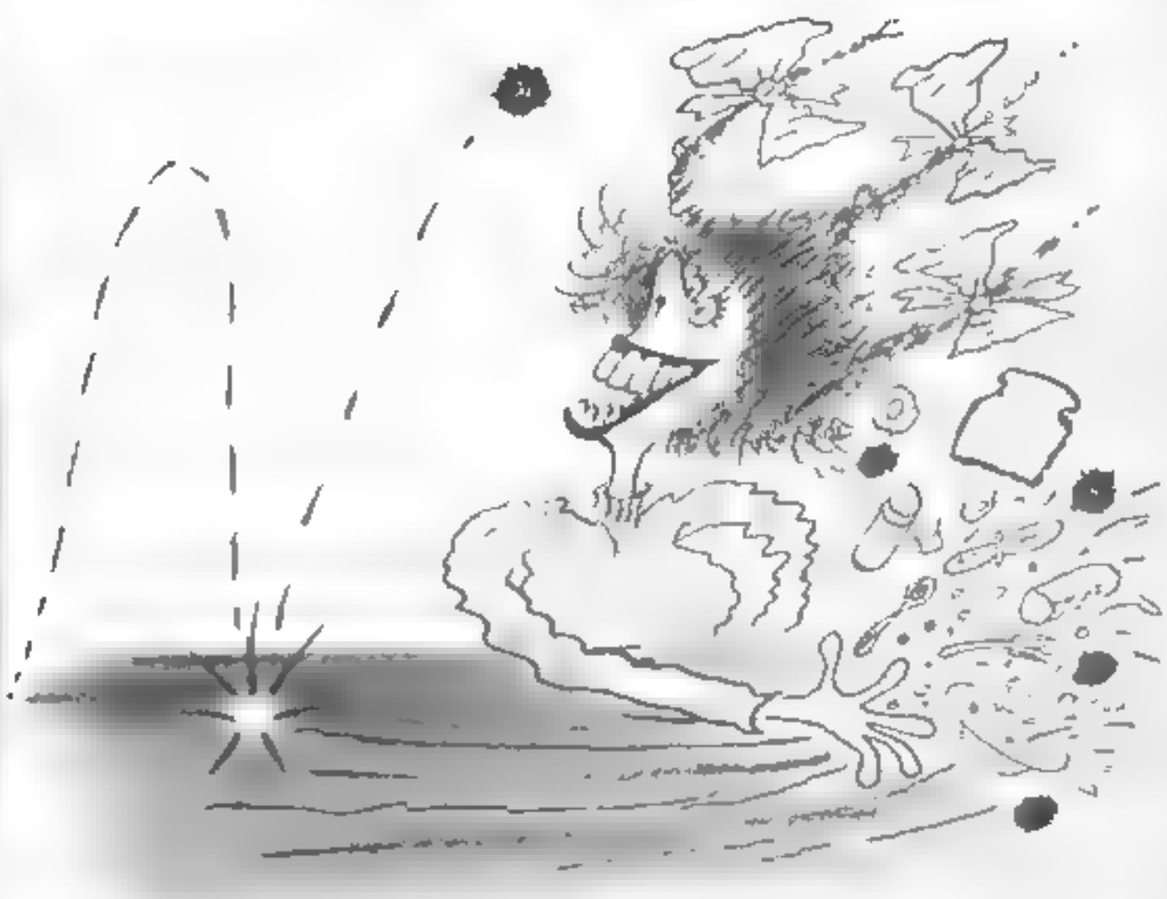
CHICK PEAS VS. GREEN PEAS ROLLER DERBY

CORN-ON-THE-COB SAMPLE

MASHED POTATOES AND GRAVY DANCING FOUNTAINS

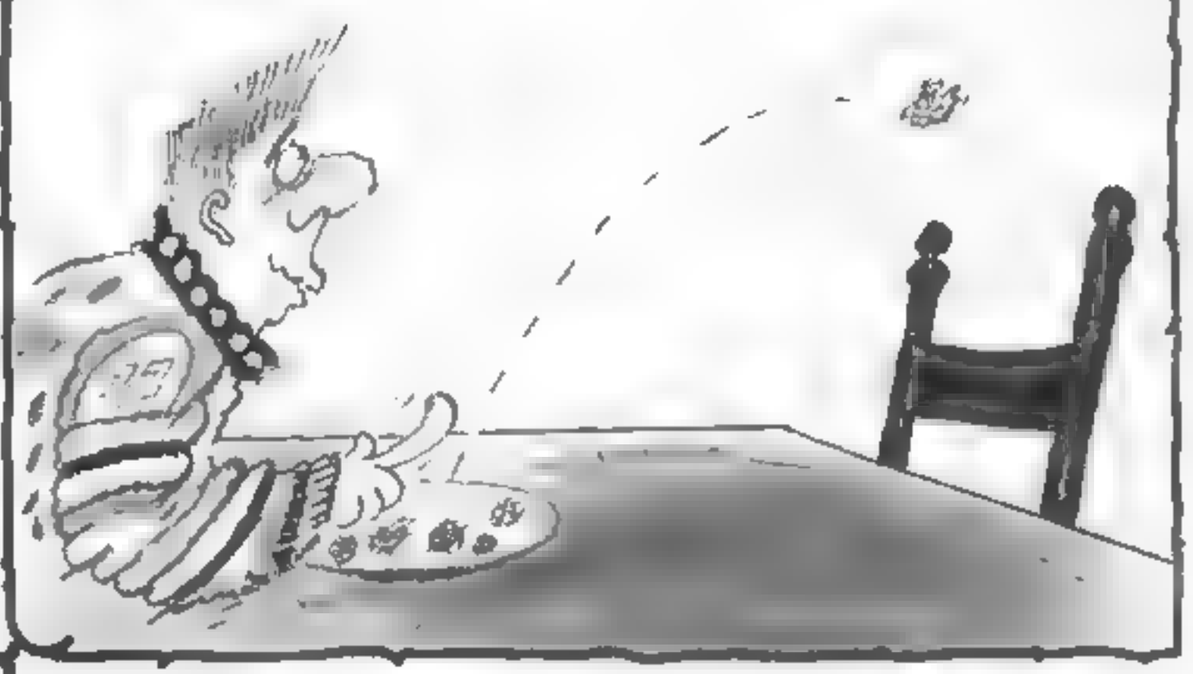


MEATBALL JACKS



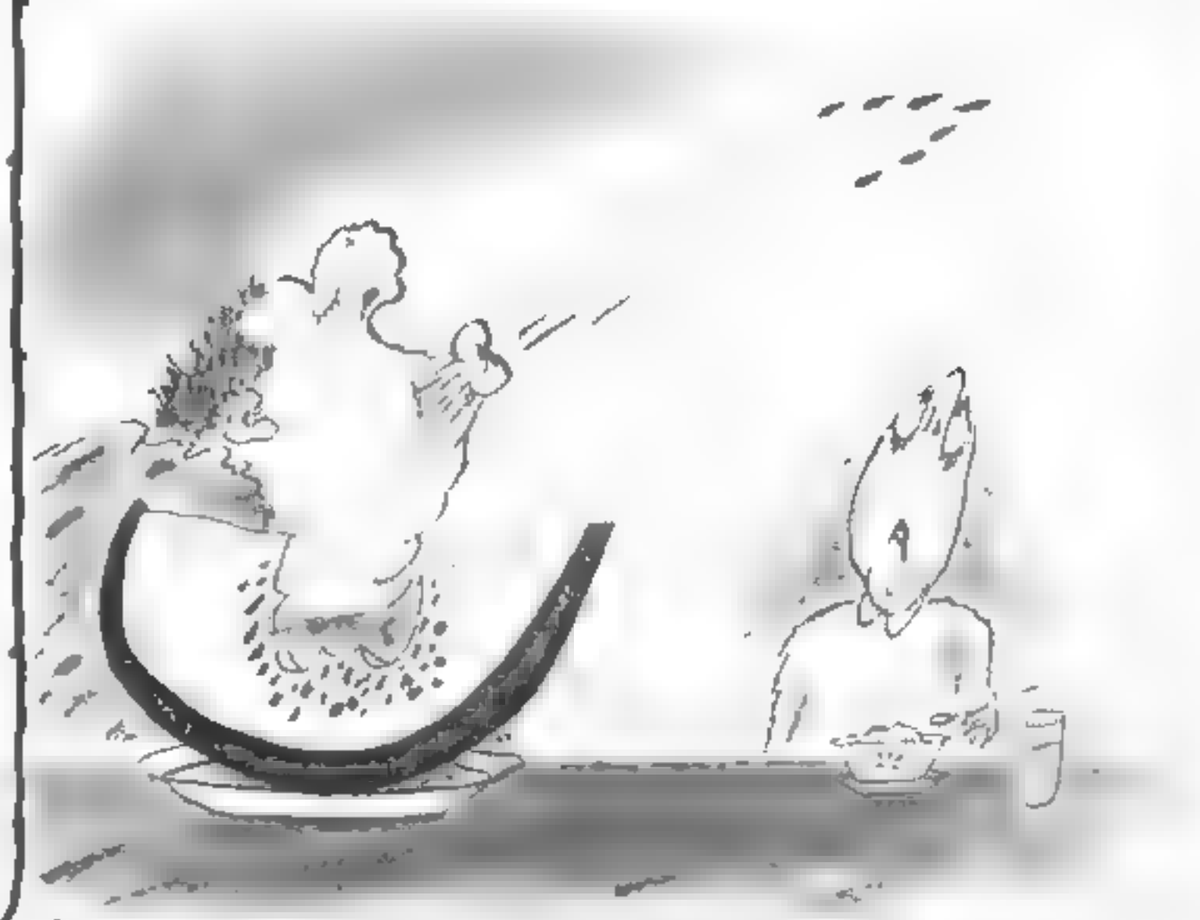
FRENCH FRIES PICK-UP STICKS

BRUSSELS SPROUTS EXTRA POINT KICKS



GRILLED CHEESE CAT'S CRADLE

WATERMELON AIR SHOW FLY-BY



CHICKEN WING BOOMERANG

CHEERIOS VS. SHREDDED WHEAT TIC-TAC-TOE

A SHOW OF DEFECTION DEPT.

One of the year's biggest hits is a film that was out of date even before it came out! It is a story about the Cold War (remember that?) released just as the Russian Empire was falling apart. Current events make this new film a piece of nostalgia. The entire thing was really a...

HUNT FOR LAST OCTOBER

ARTIST: ANGELO TORRES WRITER: STAN HART

Ебавгджз ж змоптбавдзжЕз

Why are you speaking **Russian?** U.S. audiences can't **understand** you! But come to think of it, with your **thick Scottish accent,** they can't understand you when you speak **English,** either!

Nothing in this film ever happened!

I heard this movie has a lot of **suspense!**

Yeah. You're **never sure** if it will **ever end!**

I **held my breath** through most of this picture!

Because it was so **exciting?**

No, because most of it was **underwater!**

What's going on **over there?**

They're **Sean Connery fans!** Whenever they see him they get so **excited,** they throw their **Medicare cards** in the air!

Did you read the **disclaimer** the producers put on the screen about this **never happening?**

It made me feel like a **schmuck** to spend **seven bucks** to see **nothing happen!**

I love **Sean Connery!** He can do **so many things** that **other** actors **can't!**

Yeah. Like growing a **full head of hair** since his **last picture!**

PROPERTY OF THE CENTRAL INTELLIGENCE AGENCY

I AM NOT KARL MARX

AUTHOR

SPECTRE

As a **medical officer**, I'd like to **know** what I'm **supposed to do** on this **sub!**

Stop always **asking** about **your role!**

I **can't!** The one time I **didn't ask** about my role, I **wound up** in the ***Rocky Horror Picture Show*** looking like **this...**

TIM CURRY IN "THE ROCKY HORROR SHOW"

We have **absolutely no defense** against the **new class** of **Russian submarines!**

It looks like the **United States** is in a **"no-win" situation!**

What do **you mean,** sir?

Right now the government is **unprepared** to face the **threat of war.** In a **few months,** it'll be **unprepared** to face the **threat** of **peace!**

Hmmm... I don't think the **crew** has been **impressed** with the **seriousness** of **our mission!**

What **happened** to the **political officer?**

I had to get **rid of him** so we could carry out **our plan!**

I can't believe that you **killed** him with your **bare hands!**

Why not? I used to do it **all the time** when I played **James Bond!**

WHAT A COUNTRY.

With our new **propulsion device** we make **no noise** that the enemy can **pick up.** We only **emit** very authentic **whale sounds!**

That **means** we can go **totally undetected!**

Not **quite**

How about a nice **quiet dinner** of **crustaceans,** and then back to **my place?**

I'm afraid we've **lost track** of the **Russian sub,** sir!

How could that have **happened?**

Before going into the Navy, our **tracker** here used to be an **air traffic controller** in **civilian life!**

I have **something new** to **show you!**

This **better** be something we **haven't seen before!**

It **is.**

I just got them back from **Fotomat** this **morning!** That's my **wife** on the **left!**

I'm **sure** that **Captain Remus** is trying to **defect** to the **United States!**

Nonsense! Balderdash! Putz!

I **know** the man! I met him at an **embassy affair!**

You met him **once** and you think you **know** him?

You can learn a **lot** about a person when you **dance** till **dawn** with him!

Piffle! Foolishness! Cockie doodle!

I **didn't convince** them that **Remus** is **defecting!**

No! This is a matter of **national security!** They need **scientific proof!** They're going to consult Nancy Reagan's **astrologer!**

I don't know how **effective** that's going to be in **hearing** the **sub!**

Captain, **sometimes** the **oldest methods** are the **best!**

Shh! I **hear something!**

What?

Two people **making love** below deck on a **Carnival cruise ship!**

OH, FRANK

OH, NATHIE LEE

I have thought of **everything** about our defection! I **even** sent a letter to the head of Soviet Naval Intelligence **telling him** of our plans!

But they will **surely hunt us down and destroy us!**

Gee, I **never thought** of **that!**

MARX

CHICKEN KIEV

It would be great if we could **capture** the Russian sub! Then we could **build our own!**

But that would **cost** at least **75 billion dollars!**

Right! **At last** the government'll have a place to put its inventory of **$5,000 toilet seats and $700 wrenches!**

Jerk, we're going to try to **set you down** on the **American sub** that's **tracking Remus!**

Hurry up, damn you! I **can't stand** much more of **this!**

You **still complaining?**

Yes! This flight **sucked!** You hit every **air pocket,** the food **stunk,** and you showed an **in-flight movie** starring **Sally Field!**

Nuts! I missed the target!

You wanted to **drop him** in the **conning tower?**

No, I wanted to **drop him** in the **propellers!**

NAVY

Captain, I don't **understand** why the **water** is getting so **murky!**

Because we're in the **Barnegat underwater canyon!**

You mean, the water is so **deep** here?

No! It's ■ **polluted!** We're off the **New Jersey coast!**

Men, there's been a **radiation leak!** You're **lucky** that we found it **in time** and that we're **putting you ashore** in the **U.S.A.!**

They're **not** as **lucky** as **you think,** Captain! They're being put **ashore** at **Three Mile Island!**

After we **defect,** I want to go to **Montana!** It's a **lifelong, cherished desire** of **mine!**

Why?

I'm really **sorry** to hear you say **that.**

Because in pictures **like this,** anyone who has a **lifelong, cherished desire** always winds up **dead!** It's called **"death by cliche."**

Someone is knocking on the **outside hatch!** It must be **Americans** trying to **come over** in a **mini-sub!**

Either **that** or it's the most **determined Jehovah's Witness ever!**

CLANG CLANG

The **Russians** are **firing** on us! We must **evade them!** Take over the **tracking, steering** and **running** of **the sub!**

But who is going to **believe** that an **un-trained civilian** like me can operate all this **sophisticated high tech equipment?**

Don't worry! We're **covered** by the **opening disclaimer** that **nothing** in this picture **ever happened!**

MADE IN TAIWAN

There's a torpedo **coming at us** from another **Russian sub!** But it's the **strangest torpedo** I've **ever seen!**

It's another of the **crummy special effects** in this **movie!** They're using an **animated torpedo** instead of the **real thing!**

How **can** you be **so sure?**

Look **closely** it **approaches!**

It missed us! We're **safe!** Let's head for the **coast of Maine!**

Right on, **Captain Remus!**

I want to **welcome you** as one of our **thousand points of light! Read my lips!** You **reaffirmed my vision thing** because without you, we'd be in **deep doo doo!**

Who the **hell** is that **idiot?**

He's the **President** of the **United States!**

BROCCOLI II

I **changed my mind!** Let's **defect** to **somewhere else!**

I'm **with you!** How does **Hungary** or **Czechoslovakia sound?**

STRING FEVER DEPT.

When you need to know about Yo-Yo tricks, you should come to the Yo-Yos here at MAD! We are the official keeper of the list of...

UNOFFICIAL Y-Y TRICKS EVERY KID KNOWS

ARTIST: PAUL COKER WRITER: DAN BIRTCHER

PLUMBING THE DEPTHS

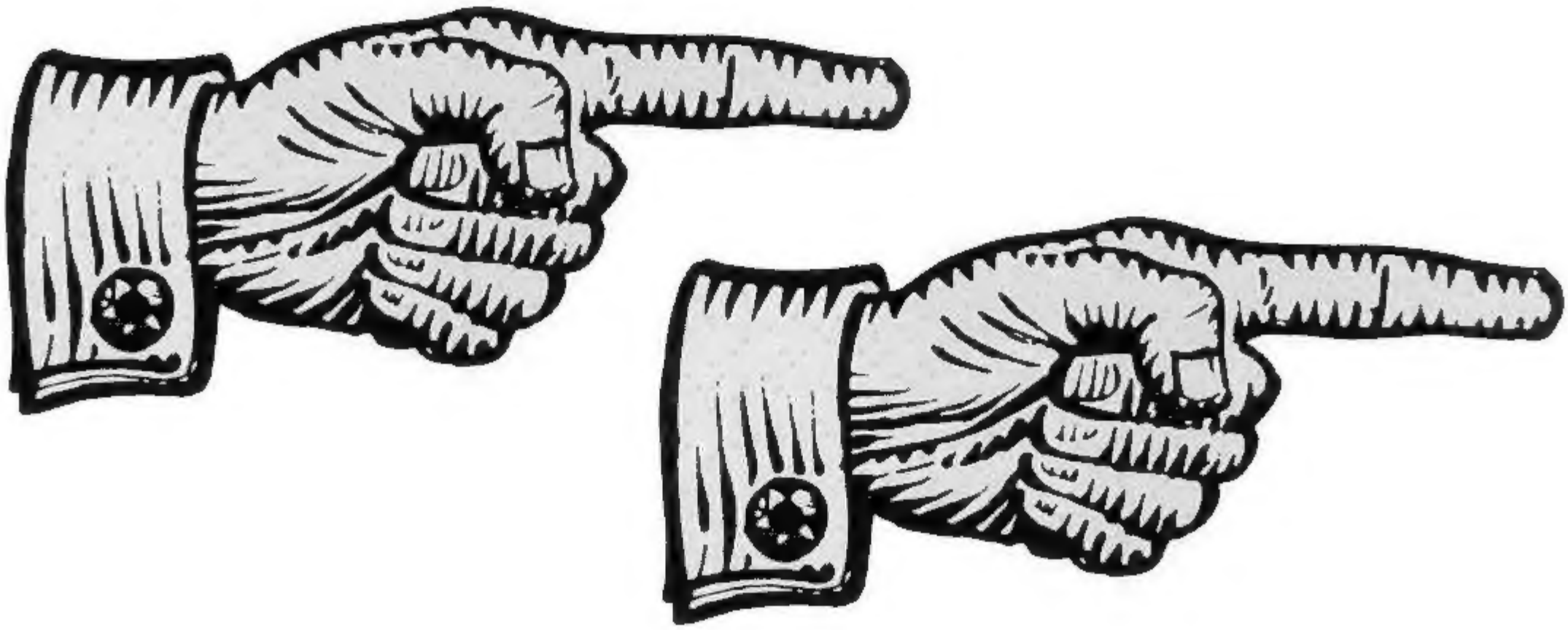
BUMPS IN THE NIGHT

TEASING THE BEAST-THING

FLIRTING WITH DEATH

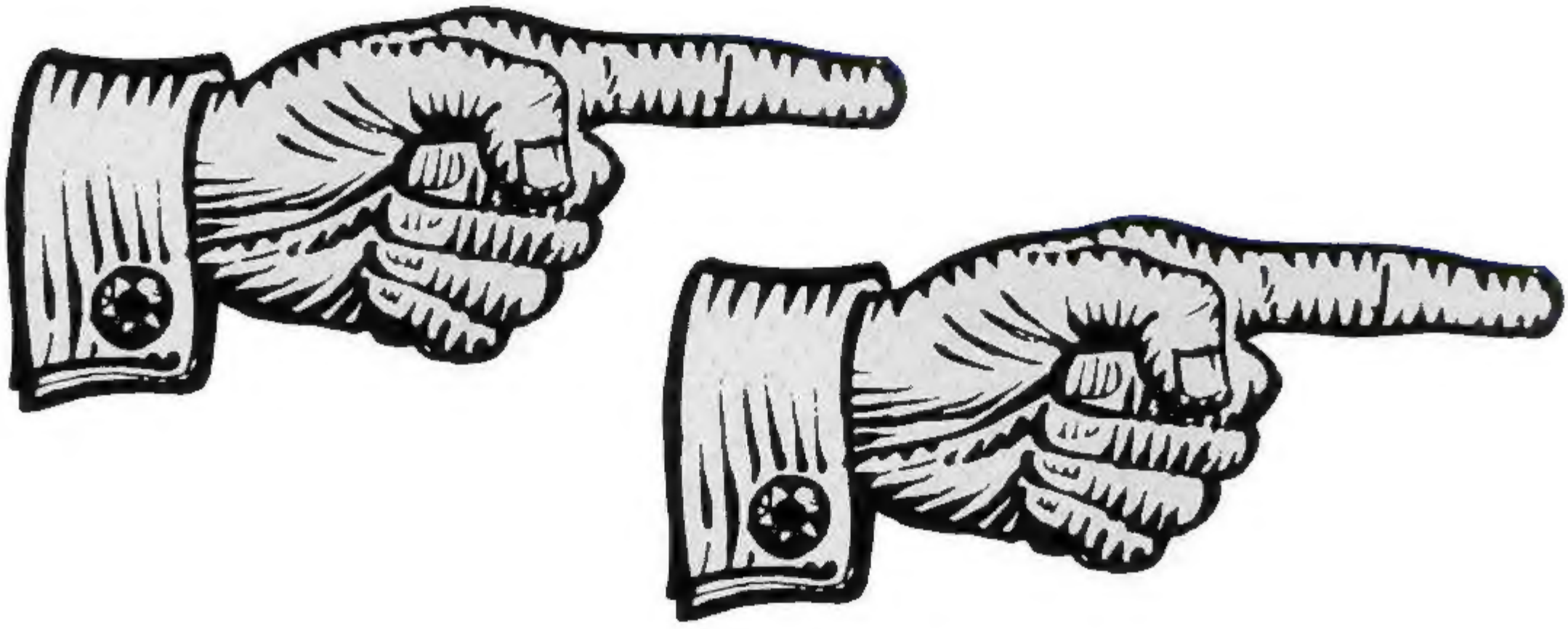
SYMPHONY FOR DRYER

CONFUSING THE DRUNK



Nothing to see here!

Please skip ahead.



WHAT IS THE MOST SICKENING TREND IN MOVIES TODAY?

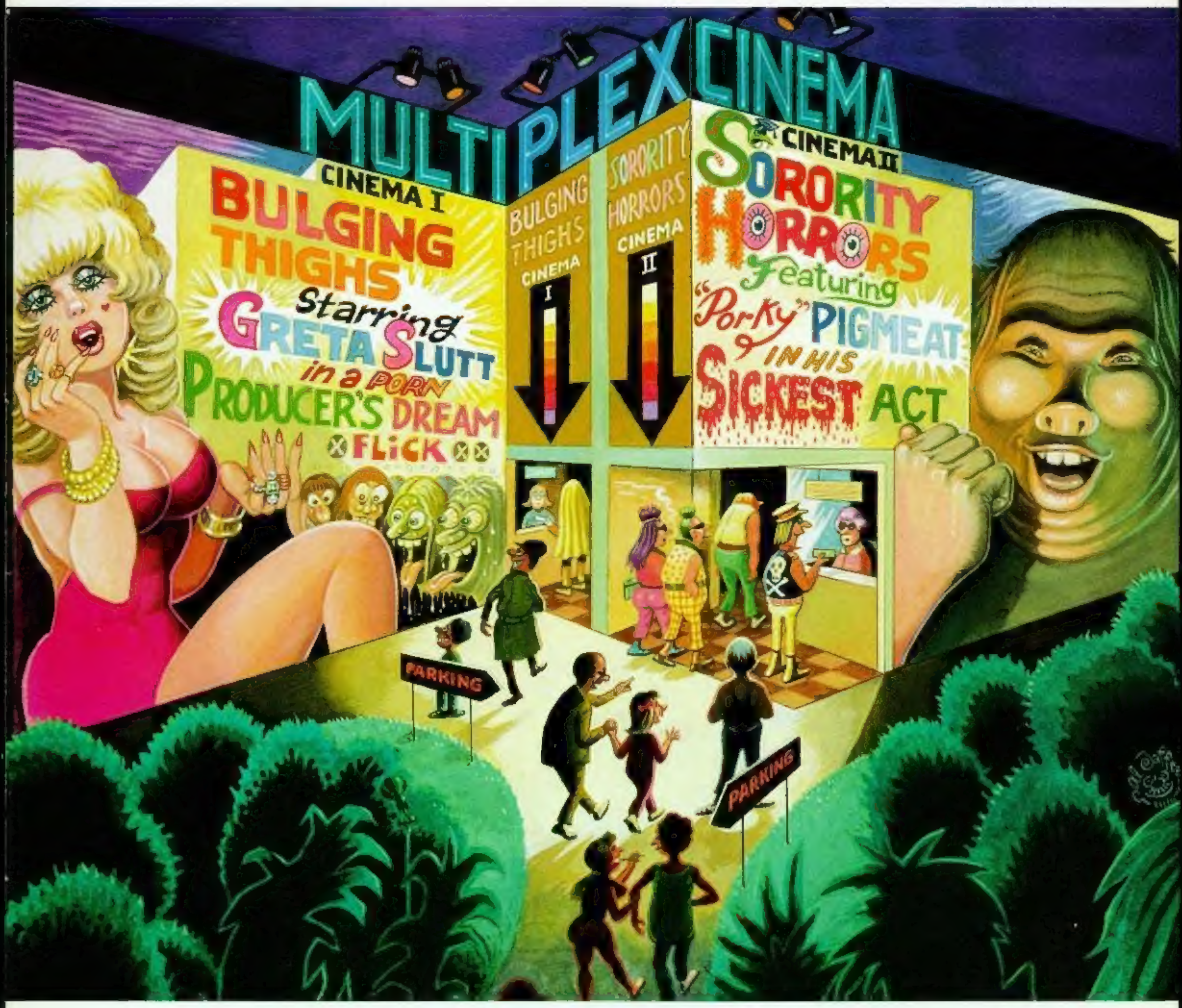
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Just when you think the movie industry has shown every revolting possibility on the screen, the diabolical fiends seem to come up with a new outrage! To find out what their latest bit of vile work is, simply fold in page as shown in diagram on right.

FOLD PAGE OVER LIKE THIS!

A ► FOLD THIS SECTION OVER LEFT ◄ B FOLD BACK SO "A" MEETS "B"



COMPLAINTS ARE MOUNTING AGAINST FILMMAKERS WHO SHOW MERCILESS VILLAINS, VULGAR SEX, AND SICK TWISTED MORALS IN THEIR FILMS. NEW LAWS MAY SOON PUT THEM IN ROUGH WATERS.

A ► ◄ B

WHAT IS THE MOST SICKENING TREND IN MOVIES TODAY?

FOLD PAGE OVER LIKE THIS!

A ▶◀ B FOLD BACK SO "A" MEETS "B"

COMMER-
CIALS
IN THEATERS.

A ▶◀ B

A MAP WE'RE SOON LIKELY TO SEE!

Regular River

Unleaded River

Petroleum Wetlands

Kerosene Kill

High Octane Harbor

Dipstick Inlet

10 W 40 Sound

Lower Home Heating Fuel Bay

Flammable Swamp

Diesel Beach

EXXON OCEAN

ANOTHER MAD MINI-POSTER